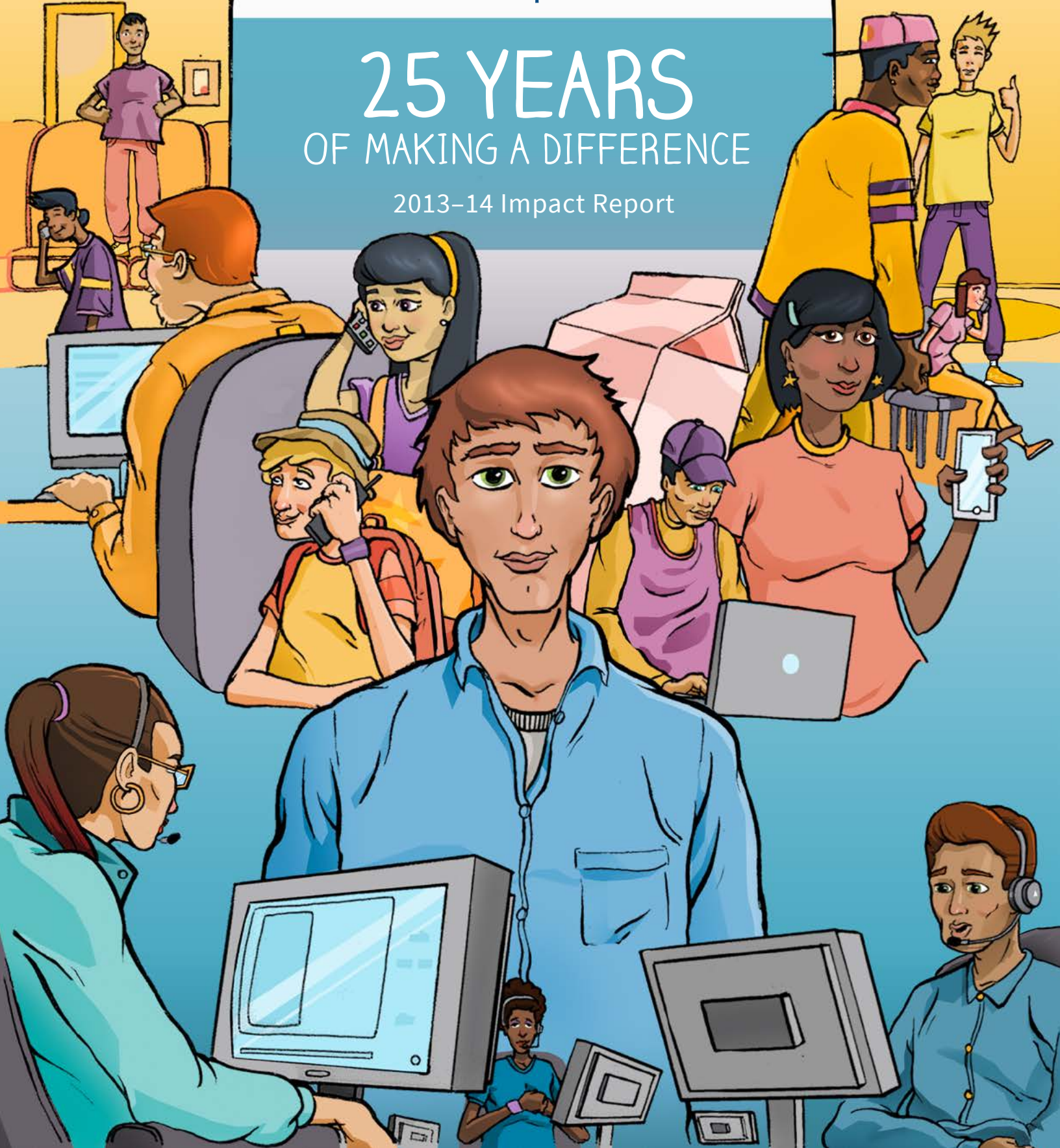


KidsHelpPhone.ca  
1 800 668 6868

Kids Help Phone

# 25 YEARS OF MAKING A DIFFERENCE

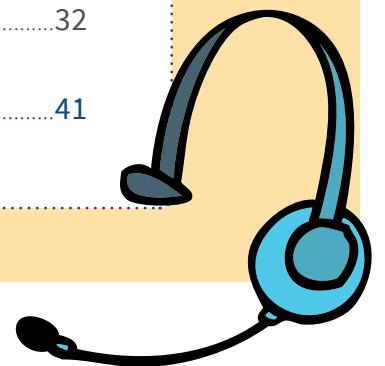
2013-14 Impact Report





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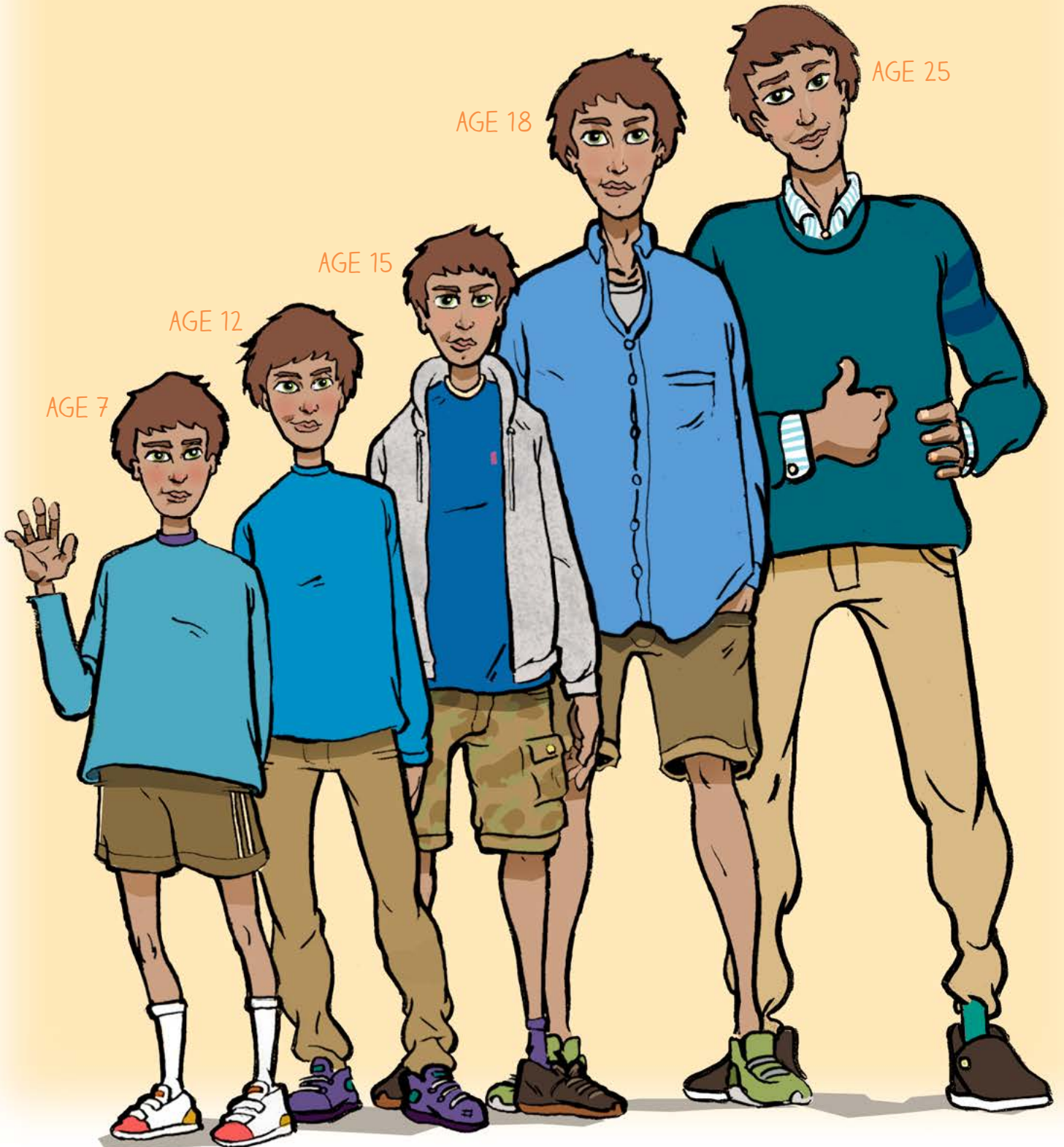




## INTRODUCING KEVIN!

Read on to see how you helped Kevin not once, but many times...

SEE MORE OF KEVIN'S ONGOING STORY  
ON PAGES: 2, 14, 18, 26, 41



# A LETTER FROM OUR BOARD CHAIR AND PRESIDENT AND CEO

This is Kevin’s story. It is also *your* story — a story about how you helped Kevin not once, but many times, making a profound impact on his life. There are many Kevins out there — and you have been with them all.



A handwritten signature in black ink that reads "Deb Craven".

DEB CRAVEN  
CHAIR KIDS HELP PHONE  
BOARD OF DIRECTORS

You are with Kevin every step of the way as he navigates the challenges of growing up. You are there for relatively simple things, like helping him gain a new perspective on why his young brother and sister might “steal” his toys, to far more complex matters, like coping with a frightening situation no young person should ever face — and yet far too many do.

You are with all of the Kevins, and all of the Karas, Emmas, Vijays, Irenes, and Jaydens too, who use Kids Help Phone’s service once or — more often than not — many times. You shape their futures; give them effective, proven support when and how they need it most; and help them grow into the adults and human beings they are meant to be.

For 25 years, you’ve supported these young people as they’ve connected with our counsellors — more than seven million times since 1989. You’ve empowered many millions of kids, over several generations, not to mention their families and communities, their futures, and society as a whole.

In 2013–14, you helped more young people to connect to a counsellor — including those who would not reach out otherwise and yet are dealing with serious issues like mental health concerns or thoughts of suicide — to get help through Live Chat counselling. You’ve enabled them to independently access local sources of support in their communities using the powerful new Resources Around Me tool. You’ve helped kids struggling with friendships and relationships, learning or seeking support around gender identity or LGBTQ issues, coping with eating disorders, and so much more.

You’ve made sure that every one of Canada’s young people, all 6.5 million of them, have a place to go, whether they are coming to us with questions or concerns big or small. You’ve provided them with life changing — sometimes lifesaving — support.

Over the last quarter century, Kids Help Phone has been able to grow into a national and international leader in what we do only because of *you*. Our heartfelt thanks. Thank you for the remarkable difference you have made in millions of kids’ lives.

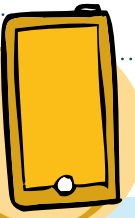


A handwritten signature in black ink that reads "Sharon Wood".

SHARON WOOD  
PRESIDENT AND CEO  
KIDS HELP PHONE

2001, AGE 7, BY PHONE

# KEVIN LEARNS SOMETHING IMPORTANT...



I SAW THIS PHONE NUMBER. ON A MILK CARTON.

It said Kids Help Phone. I thought, might as well try, kind of bored today, and sick of these kids bothering me. It's my younger brother and sister, I tell the lady when I call. They're always bugging me.

*"Like what? Can you give me an example?" she asks.*

She sounds kinda nice. She says her name is Shannon.

"I don't know. Like when I come home from school, they want to watch TV with me. They're always bothering me."

*"Hmmm," she says. "So it sounds like when you come home, your younger brother and sister want to watch TV with you and are bothering you. That must be frustrating. Is that right?"*

"Yeah," I say, "...and they steal my toys all the time! My younger sister isn't even OLD enough for them. She's like two!"

*"Hmm, they steal your toys, huh? Why do you think they do this? Steal your toys, want to be with you when you watch tv after school...?"*

"I don't know; they're annoying. Maybe they miss mom. She left a year ago. It's just us and my dad now."

*"Sorry to hear your mom left your family," says Shannon.*

I can tell she means it.

*"That must be very difficult for all of you." She pauses.*



*“You know, it seems like your brother and sister might look up to you. Maybe they do these things — want to be with you right after school, want to play with your toys instead of their own — because they want to be just like you! Does that sound right?”*

“Huh,” I say. “Never thought about it before. But yeah, they’re always copying me....”

*“You know, when people copy you, it often means they think a LOT about you. It’s pretty common for younger brothers and sisters to look up to an older brother like you. I bet they think you’re pretty great — what do you think?”*

“Well... I never knew that, but it makes sense! Thanks Shannon!”

I TELL HER I HAVE TO GO NOW, AS I CAN HEAR DAD COMING HOME.

She tells me she is glad I’ve called, and says I can call again any time. A counsellor will be there for me....



### LEARNING FROM KEVIN

As Kevin grows and learns with Kids Help Phone, so does Kids Help Phone learn from Kevin — and all of the young people we serve — thanks to your support.

We actively seek young people’s perspectives through regular reviews of the concerns they bring to our counsellors, surveys on kidshelpphone.ca, and in-person feedback sessions. Their experiences and perspectives form the backbone of everything Kids Help Phone does, from preparing legislative submissions and publishing critical issue reports to developing each and every new program or service we offer.

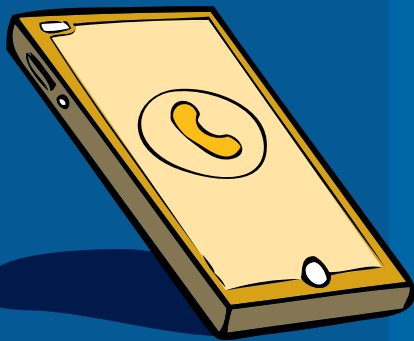
KEVIN'S STORY CONTINUES ON PAGE 14



## HIGHLIGHTS: SERVICE TRENDS AND DEVELOPMENTS

Since Kids Help Phone's professional counsellors are constantly in touch with young people, the trends we see year-over-year really do function as a barometer of where they're at. Here are some of the trends we are noticing lately.

# There's a sharp increase in demand from young people reaching out for help.

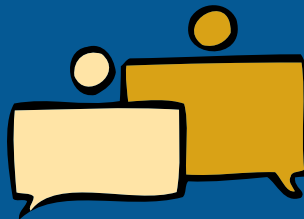


**+127%**

increase in demand for

**PHONE  
COUNSELLING**

(since 2010)



**+29%**

increase in demand for

**LIVE CHAT  
COUNSELLING**



**+24%**

increase in

**VISITS TO  
KIDSHELPPHONE.CA**



**+5%**

increase in

**HOURS SPENT  
ON KIDSHELPPHONE.CA**

Source: Kids Help Phone (2014). All comparative statistics refer to changes between 2012 and 2013 unless otherwise stated.



# Young people's concerns are getting more complex...

+29%

increase in the counselling of young people struggling with

MENTAL AND  
EMOTIONAL  
HEALTH  
CONCERNS

+22%

increase in counselling sessions from young people with

THOUGHTS  
OF SUICIDE



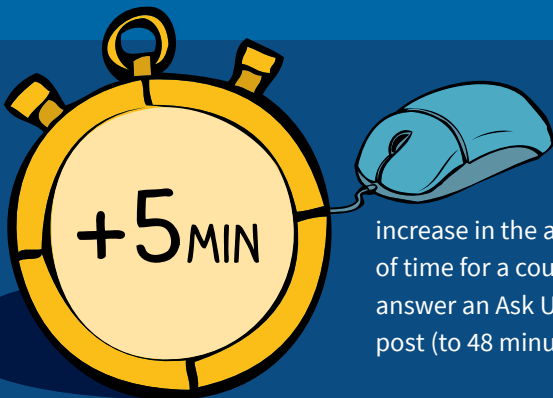
MORE AND MORE  
OLDER  
YOUTH  
ARE REACHING OUT

+16%

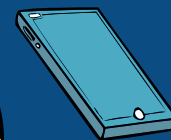
Increase in callers in the  
17 - 20+ age group

IN GENERAL,  
OLDER YOUTH DEAL WITH  
A FAR MORE COMPLEX  
RANGE OF ISSUES.

...as a result, it takes longer to respond to their needs properly.



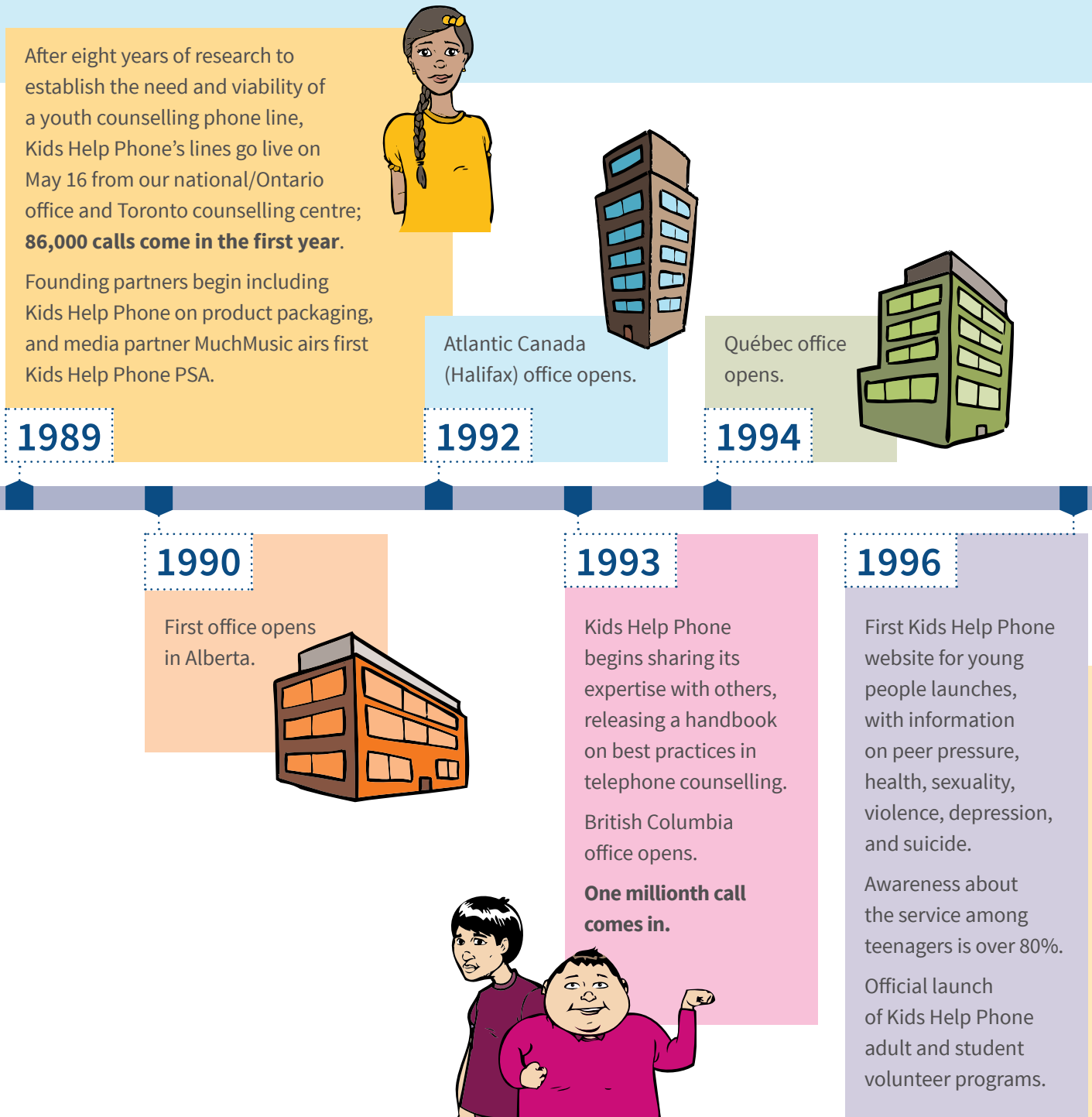
increase in the average length of time for a counsellor to answer an Ask Us Online web post (to 48 minutes)



increase in the average call length to one of our counsellors (to 17.5 minutes)

# 25 YEARS, ALWAYS THERE

From a tiny office in 1989 with just a few phone lines to a national and world leader with a presence in communities across Canada and a multifaceted service renowned for its technical innovation, Kids Help Phone has come a long way in 25 years. Here are a few highlights.





*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.*

14-YEAR-OLD GIRL CALLING IN 1989

Kids Help Phone's French-language website for young people launches. Both French and English sites win a number of awards. Montréal counselling centre opens.



1997

Online (**web post**) counselling begins.



Kids Help Phone becomes a founding member of Child Helpline International.

Launch of Kids Help Phone's major national fundraising event, a 5K walk in communities across Canada ([walksokidscantalk.ca](http://walksokidscantalk.ca)).

2002

Awareness of Kids Help Phone among children and youth at over 90%.

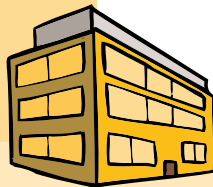


*Helping Canadian Kids Online* critical issue report published.

2005

1999

Saskatchewan office opens.



2004

Relaunch of website.



28 MILLION +

The number of times young people have used Kids Help Phone's therapeutic online resources (information, tools, app) since 1989.

15,000+

The number of young people who have volunteered for Kids Help Phone over 25 years.

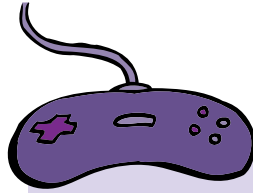
825+

The number of professional counsellors who have worked for Kids Help Phone since 1989, providing help and hope to several generations of young people.



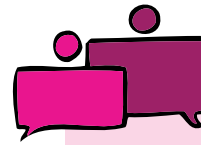
*Cyberbullying: Our Kids' New Reality* critical issue report published to educate Canadians on young people's experiences online, one of the first reports to tackle the issue in Canada.

2007



*Online Gaming* critical issue report published, a survey of kids' experiences with video and computer games in the early days of a burgeoning industry.

2009

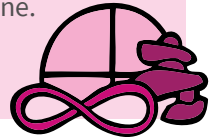


**Live Chat** pilot launches.

*Youth Mental Health and Wellbeing: What's Hope Got to Do With It?* critical issue report published.

Healthy Communities workshops take place in five First Nations communities across Ontario to enhance connection and engagement between Aboriginal youth and Kids Help Phone.

2011



2006

First capital campaign launches — the **Futures Campaign**.

*Make it Stop: Kids Talk to Kids Help Phone About Bullying* critical issue report published.

First ever school tour (**call volumes increase by 25%**).



2008

*Safety in Online Relationships* critical issue report published.

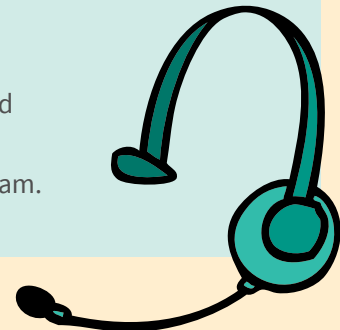


2010

*Mental Health Literacy: Kids in Canada Talk About Mental Health* critical issue report published.

The Futures Campaign, where generous donors contribute **\$7.5 million** to completely transform Kids Help Phone's service, results in:

- The launch of the new **[kidshelpphone.ca](http://kidshelpphone.ca)**, with completely redesigned, dedicated sites for Kids and Teens.
- Launch of a state-of-the-art **Knowledge Management** system, a database for counsellors containing the latest information on young people's issues and clinical best practices.
- Hiring of more counsellors and establishing a research program.







**Proof Positive** (phone and Live Chat evaluation) results released ([kidshelpphone.ca/proofpositive](http://kidshelpphone.ca/proofpositive)).

Kids Help Phone is accredited by the **Imagine Canada Standards** program, becoming one of the first 45 organizations in Canada to receive this designation.

**Red Cross Citation award** recognizes Kids Help Phone for its long history of service to kids in Canada.



**OVER 25 YEARS,**

YOUNG PEOPLE HAVE CONNECTED WITH KIDS HELP PHONE'S PROFESSIONAL COUNSELLORS MORE THAN

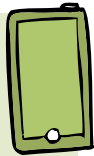
**7.1 MILLION TIMES**

**2013**

**2012**

Launch of Kids Help Phone's **Always There** app.

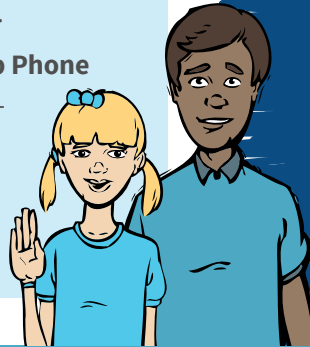
*Cyberbullying: Reality Check* critical issue report published.



**2014**

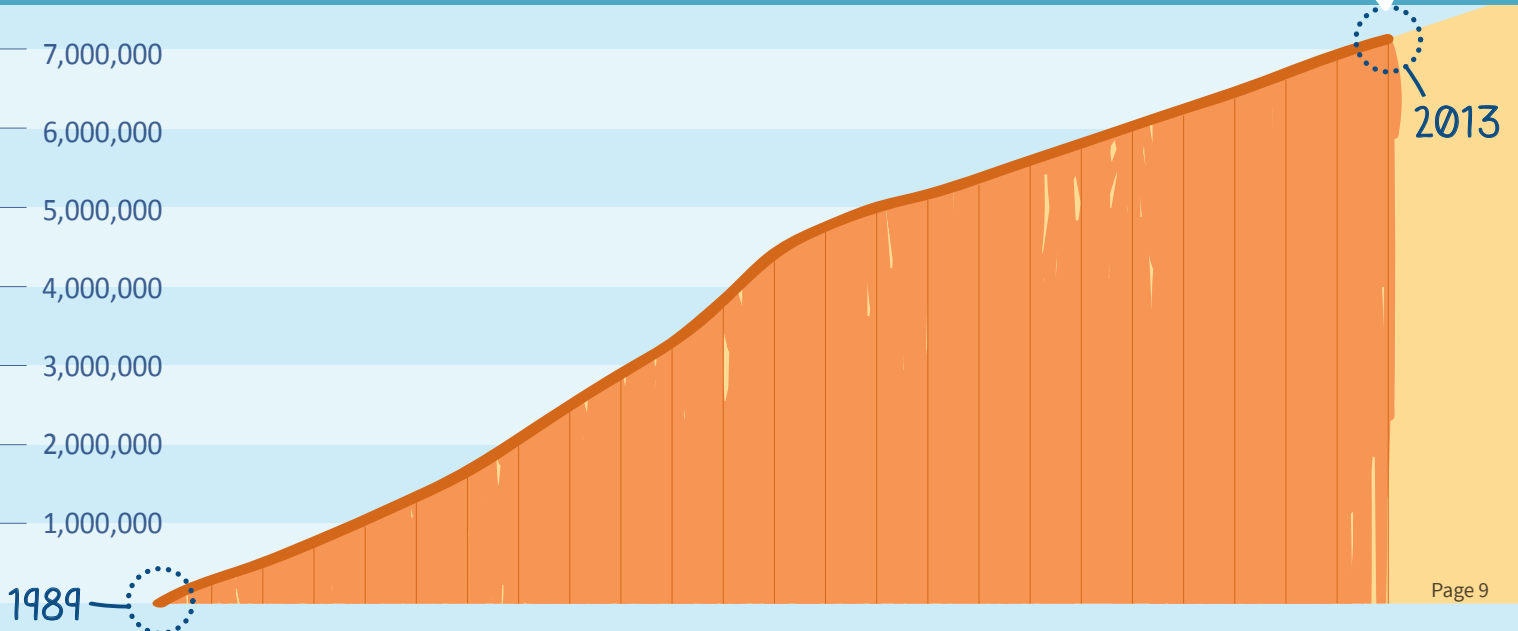
Launch of **Resources Around Me** tool and **Gender-Bread World**.

Just as it began, **Kids Help Phone remains open 24/7/365** — but is now there for 6.5 million young people in Canada.



**COUNSELLING CONTACT ACROSS ALL DIRECT COUNSELLING MODALITIES**

cumulative since 1989



# NEW DEVELOPMENTS

At Kids Help Phone, we're constantly striving to meet kids' evolving needs. Here are some of the recent service innovations your support enables.

## EXPANSION OF LIVE CHAT

Our Live Chat service has been wildly popular since its launch in 2011. But since the service operates on limited hours, demand far outpaces supply. In 2013, thanks to the generosity of the J.W. McConnell Family Foundation, Live Chat was extended by one hour each night, and more counsellors were hired — reducing wait times by 62% and increasing the number of Live Chat sessions offered to young people by 103%. In future years, we'll be working to expand it even further. Thanks to the Ontario Trillium Foundation, which also helped to make more counsellors available for Live Chat in 2013–14.



## EXCITING AND INTERACTIVE: WHAT'S NEW ON KIDSHELPPHONE.CA

Each year, grounded in the concerns they bring us, young people find a rich array of new quizzes, tools, and information on our Kids and Teens websites, written from a youth perspective and developed from evidence-supported academic literature.

New content added to [kidshelpphone.ca](http://kidshelpphone.ca) in 2013–14:

- friendships
- eating disorders
- dating and relationships
- LGBTQ and gender identities
- FASD (fetal alcohol spectrum disorder)

## New tools launched in 2013–14!

- **Resources Around Me** is an interactive map-based tool that puts the power of Kids Help Phone's Community Resource Database — which our professional counsellors use every day to connect young people to on-the-ground support — in the hands of youth themselves. The tool allows young people to independently search for trusted programs and services in their communities where they can receive direct support, such as counselling and mental health centres, distress services, shelters, housing help, and legal help. Young people can find more than 11,000 programs and services available in Resources Around Me — additional resources from Kids Help Phone's full Community Resource Database will be added as funding becomes available.
- **Wheel-Rounded**, a character-based interactive story that helps teens explore the importance of balance in their lives.
- **Gender-Bread World**, which allows young people to learn about the various aspects of gender and sexuality (biological sex, sexual attraction, gender identity, and gender expression) and create their own "gender bread" person.

Our thanks to The Jack Project, the Ontario Ministry of Education, Staples Canada, a generous anonymous donor, and lead donor Bell Canada for supporting the development of Resources Around Me. Thanks also to



*New tools on [kidshelpphone.ca](http://kidshelpphone.ca)*



TD Bank Group and Ecclesiastical Insurance for their contributions to the new LGBTQ and gender identity resources on [kidshelpphone.ca](http://kidshelpphone.ca).

## **BUILDING CAPACITY AND QUALITY ASSURANCE**

Thanks to your support, Kids Help Phone is a leader in Canada and around the world for the things we do to support the quality of our counselling work — very few other helplines are able to offer this level of quality.

Our counsellors:

- are paid professionals
- have extensive academic credentials and years of experience in the social services sector
- follow an intensive initial training program
- receive ongoing supervision and advanced coaching
- are all certified under the intensive ASIST (Applied Suicide Intervention Skills Training) program, a globally recognized standard in suicide prevention

Our donors' support also allows us to make investments in ongoing training and mentoring for every counsellor. In 2013–14, our counsellors received specialized training on:

- issues relevant to post-secondary students
- social context in counselling conversations
- counselling young people who disclose abuse and neglect
- working with LGBTQ youth

We also equipped them with new, evidence-supported information on:

- sexting
- sexual development
- navigating healthy relationships
- legal questions
- cyberbullying

Thanks to TD Bank Group and Hedge Funds Canada for their contributions to our counsellor training programs in 2013–14.



*When male teens call they are, much more often than not, in a state of heightened crisis.*

KIDS HELP PHONE COUNSELLING MANAGER

*I'm a guy and I don't necessarily like talking about my problems. I hide them or deal with them myself.*

TEEN PARTICIPANT  
MALE MENTAL HEALTH  
FOCUS GROUP



*Be soft in front of your crew and watch them disappear.*

TEEN PARTICIPANT  
MALE MENTAL HEALTH  
FOCUS GROUP

## YOUNG MALES: MEETING AN UNMET NEED

It's a distinguishing characteristic of youth helplines everywhere, including at Kids Help Phone — young males don't reach out for help nearly as much as young females. Too often it's seen as a weakness, rather than a strength. In 2013 in recognition of this challenge, Movember Canada, as part of its highly competitive and internationally peer-reviewed annual grant process, announced it would fund a three-year innovation project by Kids Help Phone to create a dedicated service to address male mental health. Selected because of our reputation working with youth, Kids Help Phone was one of only seven organizations chosen to meet the foundation's new focus on male mental health. We are proud to be partnering with two other national youth-serving organizations on the research and outreach components of this project: Boys and Girls Clubs of Canada and the Canadian Red Cross RespectedED program.

In 2014, working with our partners, we began the project's comprehensive research phase, meeting with male teens to

understand their experiences as young males, the reasons they don't reach out for help, and their thoughts about how best to design a support system specifically for their use. In April and May 2014, we held 21 focus groups with 157 participants in Ontario, Québec, and Alberta, with a variety of male teens, including LGBTQ (gay, bisexual, trans, and questioning) youth, First Nations teens, English and French-speaking males, and young men from a variety of geographic locations, from large cities to remote communities. The sessions also included youth counsellors and outreach workers.

Results will be used to inform the next phases of the project, where the innovative new service will be designed, delivered, and promoted. Whatever form it takes, the future service couldn't be more important; success will mean addressing a significant unmet need faced by 50% of the youth population.



## IT'S SO GOOD2TALK

Kids Help Phone has always assisted transitioning post-secondary students, since we serve young people up to age 20. Now, thanks to three-year pilot funding from the Ontario Ministry of Training, Colleges and Universities, there's a new 24/7 helpline in Ontario dedicated specifically to the needs of post-secondary students and focused on those up to age 25. Developed as a partnership by Kids Help Phone, ConnexOntario, Ontario211, and the Ontario Centre of Excellence for Child and Youth Mental Health, Good2Talk provides professional counselling, information, and referrals about mental health, addictions, and well-being.

Good2Talk has seen phenomenal service growth in tandem with its marketing and outreach campaign. Good2Talk staff from Kids Help Phone have visited more than 25 post-secondary institutions across the province to date, reaching students, student groups, and approximately 550 campus mental health staff members. An evaluation process led by the Ontario Centre of Excellence for Child and Youth Mental Health will soon explore post-secondary students' knowledge of, and experiences with, the Good2Talk helpline to gain a better understanding of how it meets their needs, and to improve the quality of the services provided.



Good2Talk has seen phenomenal service growth:

**+125%**

increase in calls in the first 6 months of service



(left to right) Andrew Benson, Executive Director, Ontario 211; Sharon Wood, President and CEO, Kids Help Phone; Brad Davey, Executive Director, ConnexOntario, and the Hon. Brad Duguid, (former) Ontario Minister of Training, Colleges and Universities, at the launch for Good2Talk in 2013.

2005, AGE 12, BY WEB POST

# KEVIN WONDERS IF HIS DAD CARES...



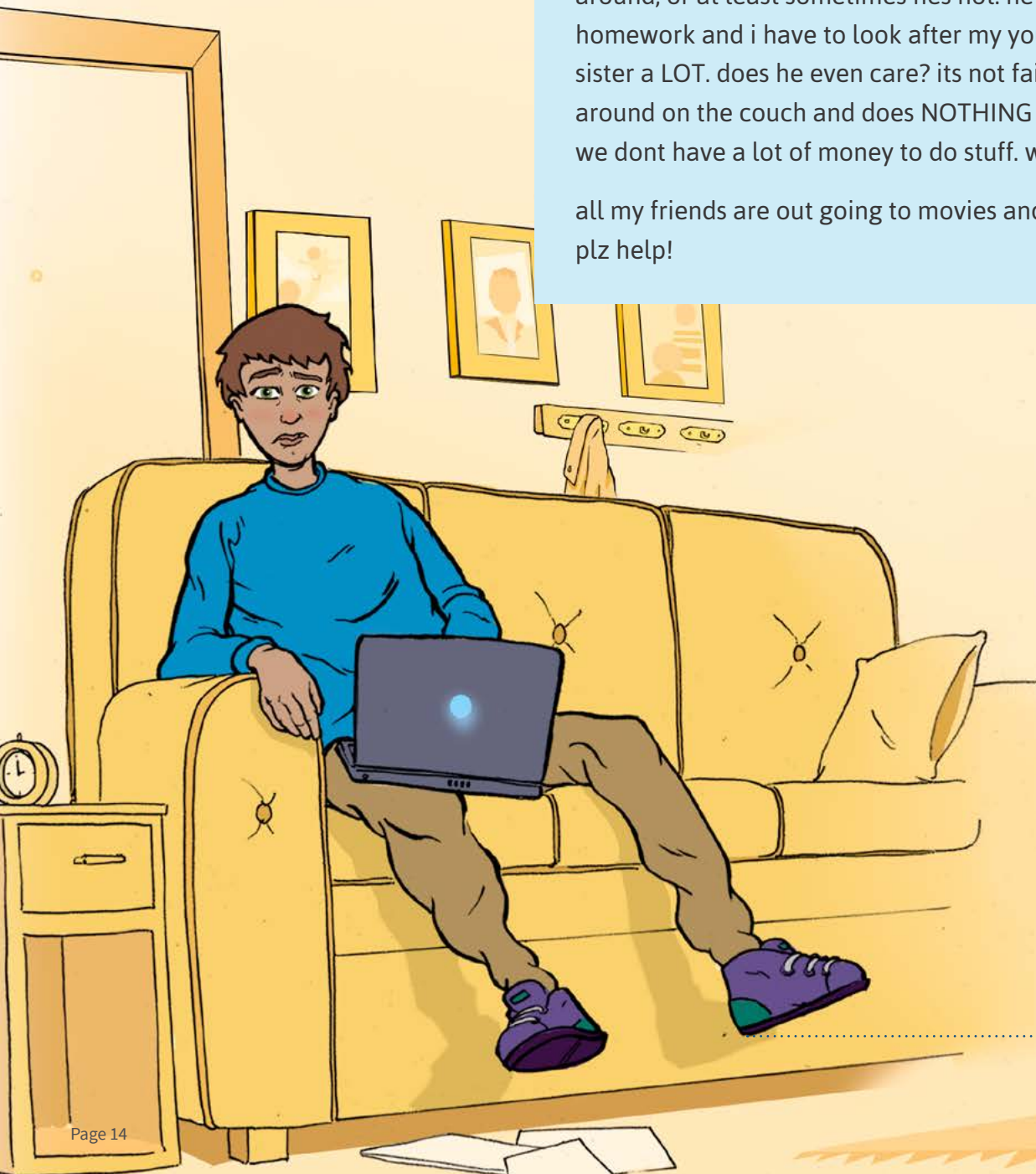
Confused

**Subject** my dad?

**Author** funkid27

today at school assembly i heard Kids Help Phone has this web post thing. i called once but this is great since i can write and nobody can hear me. mY problem is my dad. hes never around, or at least sometimes hes not. he never helps me with homework and i have to look after my younger brother and sister a LOT. does he even care? its not fair!!!! sometimes he sits around on the couch and does NOTHING for a whole day. btw, we dont have a lot of money to do stuff. why me???????

all my friends are out going to movies and i want to have fun to. plz help!





**Subject** RE: my dad?

**Counsellor**

**Author** Sonia, counsellor

Dear *funkid27*,

*I'm so glad you decided to write to us about this! It sounds like you're having a tough time lately because you're dad's not around sometimes and you have to look after your siblings and do your homework without his help, and you wish you had more time to have fun with your friends. I hear you that you think it's not fair. And it must be a bit confusing too — he's your dad, right, so shouldn't he be there for you?*

*You say "does he even care?" It must be upsetting to wonder if your dad cares about you sometimes. Is that right?*

*What do you think would happen if you decided to talk to your dad and let him know how you feel? Have you tried? Sometimes it can take a few tries before the other person is ready to hear you.*

*If you want to try talking to your dad, here are some tips:*

- *pick a time when you are both calm, and it seems like he doesn't have anything on his mind.*
- *use "I" statements. Instead of blaming statements like "You're never home!" and "You don't care about me!" focus on telling your dad how you feel when he does something specific. So maybe something like: "I feel confused when you are away for so long, Dad, I'm not sure if you care about us. I really wish you were home more."*

*It might be difficult talking to your dad, but it could help a lot. You might want to try rehearsing in a mirror before you talk to him, to get more comfortable.*

*Good luck, *funkid27*! I hope this helps you to improve your relationship with your dad — you deserve it!*

*Remember, we're here 24/7 if you ever want to talk about this (1-800-668-6868), or feel free to post again.*

*Bye for now!*



**Happy**

**Subject** Thanks!!!

**Author** *funkid27*

i just wanted to say thanks to councillor Sonia. i talked to my dad today. He looked sad and shocked and said he didn't know i felt that way. he's going to try to be home more for us, and give me abit more allowance and time for myself. Thank You SO MUCH!!

KEVIN'S STORY CONTINUES ON PAGE 18



# Kids Help Phone counselling works<sup>1</sup>



## LESS DISTRESS

87% of callers

75% of Live Chat users

are significantly less upset about their situation after speaking to a counsellor

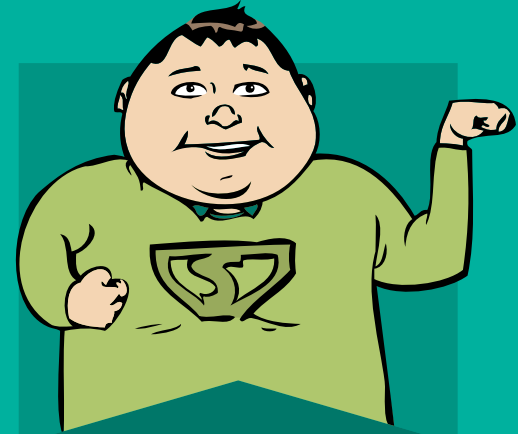


## MORE CLARITY

73% of callers

71% of Live Chat users

have a plan or a much clearer sense of how they want to cope with or change their situation



## MORE CONFIDENCE

66% increase

average increase in Live Chat users' feelings of confidence that they will be able to deal with their situation

## WE'RE REACHING MANY UNDER-SERVED AND POTENTIALLY VULNERABLE YOUNG PEOPLE



10%

of callers identify as Aboriginal

(double the proportion that Aboriginal young people comprise — 5% — among young people ages 5 to 20 in Canada<sup>2</sup>)



16%

identify as gay, lesbian, bisexual or questioning



4%

identify as transgender

1 - All data on these two pages (unless otherwise specified) comes from the 2013 research report *Proof Positive: Kids Help Phone's Phone and Live Chat Counselling Evaluations* available at [kidshelpphone.ca/proofpositive](http://kidshelpphone.ca/proofpositive). Data based on surveys of 246 phone clients and 347 Live Chat clients. In 2014 we continue to evaluate our Live Chat and phone counselling services.

2 - Statistics Canada. (2006a). Aboriginal identity population by age groups, median age and sex, 2006 counts for both sexes, for Canada, provinces and territories — 20% sample data.

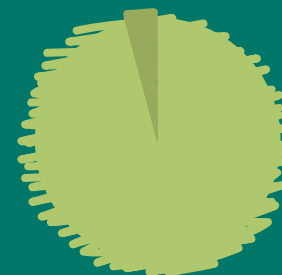


# Young people understand that we're there for them.

## HOW MANY TIMES HAVE YOU CONTACTED KIDS HELP PHONE?



We're filling a need in Canada's continuum of mental health care.



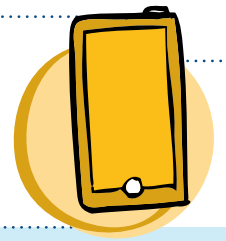
**96%**  
of Kids Help Phone callers  
say they will call again

**KIDS HELP PHONE  
IS OFTEN THE  
FIRST PLACE YOUNG  
PEOPLE TURN TO**

**43%** of callers  
have not spoken to anyone  
else about their concern before  
calling Kids Help Phone

2008, AGE 15, BY PHONE

## KEVIN'S LONGEST NIGHT...



IT'S 2 A.M. AND I CAN'T SLEEP.

*"Hi, you've reached a counsellor. This is Dominic."*

"I'm Kevin," I say. My voice sounds muffled. "I, uh, don't know what to do." Then I can't say anything at all.

*"It's okay," says Dominic. "Take your time. There's no rush."*

I start again. "Um, well I'm really worried. Sometimes my dad just disappears, even for a day or two. Lately it's been happening even more, and.... sometimes he acts kinda strange too. He says stuff I don't understand. Like a couple of weeks ago he said, 'you don't deserve me,' to me and my two siblings. I've been worried for a while, and my marks are really dropping at school. And now...." I hesitate. I can't get the words out.

*"Just take some breaths. You don't need to say anything until you're ready."*

I sit there breathing for what feels like five minutes. Every once in a while, Dominic lets me know he is still listening. Then I continue. "Well, dad's been gone for a week now. I'm looking after my younger brother and sister, and I don't know where he is or when he'll be back. I'm worried about him. But I'm also worried about us."

*"Wow," Dominic says. "It sounds like you're in a really difficult situation. Do you mind if I ask how old you are?"*

I tell him I'm 15.

*"I'm really worried that your dad hasn't been home for so long. Do you have any other adults or family you can call?"*

"Not really," I say. "I usually deal with things myself."



*“What about groceries?” Dominic says.*

It is like he is reading my mind. I tell him we are about to run out, and don’t have money to buy more.

*“Kevin, you’re carrying a lot of responsibility looking after two younger siblings at 15. It’s not right for your dad to leave you this long.”*

“He loves us though! I know he does. He’ll be back tomorrow. At least I hope so.”

*“I’m sure he loves you. And like you, I hope he returns tomorrow. But I’m still concerned about you and your younger brother and sister, Kevin. What if he doesn’t come home? What will you do then?”*

“I don’t know.”

I DON’T LIKE IT, BUT SOMEWHERE DEEP DOWN  
I FEEL LIKE I WANT TO CRY.

He asks what I see as my options. I try to think of some, but nothing comes to me. I am starting to feel really nervous in the pit of my stomach... then he asks if I’ve ever heard of child protection services, and explains that it is an agency that protects kids — just the same way the police or firefighters are there to help the public.

It sounds like it might be bad for dad. But I ask him to tell me more. He says they’d probably want to

come to our home or school to talk to me and my siblings. And they would find a safe place for us to stay until dad showed up. And then he says they always try to keep families together.

“What if they took us away from dad for good?”

*“I can’t tell you whether that would happen,” Dominic says. “All I can say is that they will do their best for your family to make sure that you and your siblings are safe.”*

*Finally he says, “You know, if you like, we can call child protection together in a three-way call. You can speak to someone there anonymously and confidentially, just like you speak to Kids Help Phone, and ask them questions to find out more about how they work. If you want, I’ll stay on the line with you.”*

That sounds okay. There is nothing to lose anyway, just asking questions.

WE CALL.

ANOTHER GUY COMES ON THE LINE, NAMED ERIK.  
WE TALK A LONG TIME.

It is 4 a.m. now. All of a sudden I think about how much I trust them both and how much better I feel. And how I can’t stand the thought of being alone at home the rest of the night, wondering how we’ll get through the next day. I tell them how to find us...

KEVIN’S STORY CONTINUES ON PAGE 26 

# OUTREACH

Kids Help Phone promotes its service and fosters awareness about youth mental health through community and school presentations, promotional materials, media outreach, special awareness weeks, and much more. In 2013–14 in particular, thanks to your support, we were able to focus on a number of targeted initiatives in schools.

## LESSONS IN YOUTH MENTAL HEALTH

### Nova Scotia mental health educational resource

Developed with funding from the Government of Nova Scotia's Department of Health and Wellness, Kids Help Phone created the *Supporting Mental Health and Well-Being* resource guide for grade 7 and 8 students in Nova Scotia. Through guided discussions and critical thinking activities, the lesson plans aimed to teach young people about ways to take care of their mental health, including by identifying supportive relationships. In 2013–14, the program reached more than 900 students. Evaluations conducted through pre-post student and teacher surveys showed that the program met its goals and was highly effective in increasing student mental health literacy. One particularly successful component of the project will be repeated in 2014-15, with counsellor-to-classroom calls taking place in Saskatchewan schools thanks to the Saskatchewan Ministry of Education.

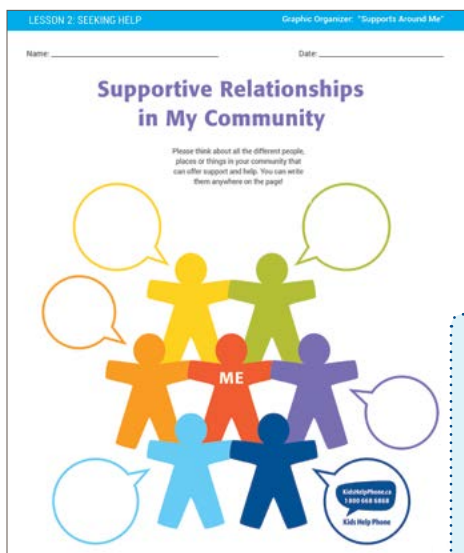


Clara Hughes

### Presentations and Clara's Big Ride with Bell Let's Talk

Getting students to discuss mental health helps them understand how talking about it can reduce stigma and boost mental health and well-being for individuals and communities. In 2013 and 2014, Kids Help Phone's counselling staff joined Bell Let's Talk in engaging young people in conversations about mental health in schools. Olympian Clara Hughes and other Bell Let's Talk spokespeople joined the conversation in major centres across the country from Vancouver to St. John's.

In addition to participating in Bell Let's Talk Day, Kids Help Phone was proud to be part of Clara's Big Ride for Bell Let's Talk in 2014, a 110-day mental health awareness initiative that visited 105 communities across Canada.



*This is a fantastic resource for our age group [of students]. They connected quickly with the concepts and it brought forth some great discussion... I learned lots in this process too!*

GRADE 7/8 TEACHER, NOVA SCOTIA



# KIDS HELP PHONE'S YOUTH OUTREACH MATERIALS

In 2013-14, Kids Help Phone's phone number and website appeared on:



**410**  
MILLION  
PACKAGES



including milk cartons,  
snack food wrappers,  
pizza boxes, gift boxes, and  
many other products.

Thanks to our many generous sponsors who donate this space to help spread the word about Kids Help Phone to young people each year.

In 2013, your support made it possible to put:

**19,037**  
POSTERS

in

**15,000**

schools and youth-serving  
agencies across the country

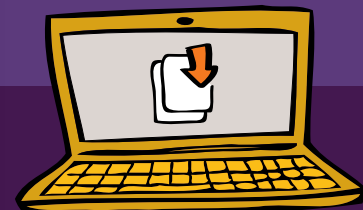
+

**191,916**  
WALLET CARDS

and

**4,785**  
PAMPHLETS

directly in young  
people's hands



You can download, print and share our free youth outreach resources, or place an order for a delivery of print materials at [kidshelpphone.ca/materials](http://kidshelpphone.ca/materials).



# COLLABORATION & LEADERSHIP

Every year, Kids Help Phone works with a variety of organizations to share our knowledge, collaborate, and improve the well-being of young people on the societal level. Here are just some of these efforts from 2013–14.

## Conferences we presented at:

- Canadian Psychological Association 2013
- Children’s Mental Health Ontario 2013
- Group for Research with Aboriginal Peoples for Health forum 2013



Presentation at the Group for Research with Aboriginal Peoples for Health forum, 2013.

- 2013 International Stop Cyberbullying Youth Summit
- Ontario Universities and Colleges Health Association 2013
- Rainbow Health Ontario 2014
- 2014 Summit for Child and Youth Mental Health

## Organizations we consulted with or met with to exchange knowledge:

Youth helpline representatives from Colombia and Nicaragua (Child Helpline International delegation), the Canadian Centre for Child Protection, the Mental Health Commission of Canada, PREVNet, the Public Health Agency of Canada, and many more.

## Boards, coalitions, and advisory committees we participated on:

- Boost for Kids advisory committee
- Centre for Innovation in Campus Mental Health working group
- Children and Youth in Challenging Contexts Network
- The Coalition for Child and Youth Mental Health
- Companies Committed to Kids advisory committee
- Imagine Canada advisory council
- Inform Canada board
- Mental Health Commission of Canada (National Youth Anti-Stigma advisory committee and steering committee on e-mental health)
- National Alliance for Children and Youth board
- North American Alliance of Child Helplines board

*In 2013, the year of Child Helpline International’s (CHI) tenth anniversary, Kids Help Phone received a commendation for its service to the organization and an acknowledgement as one of CHI’s key founding members.*

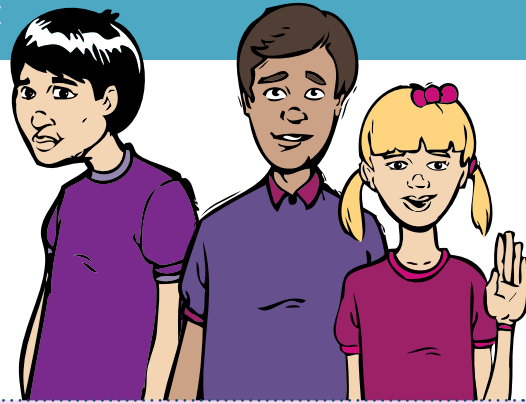


## EXPERTS TALK ABOUT KIDS HELP PHONE

According to the evidence, Kids Help Phone is an excellent example of meeting kids where they're at.

**DR. TANYA BERAN**

PROFESSOR, MEDICAL EDUCATION SPECIALIZATION, GRADUATE PROGRAM DIRECTOR, COMMUNITY HEALTH SCIENCES, FACULTY OF MEDICINE, UNIVERSITY OF CALGARY



Kids Help Phone has turned a corner in its development of best in class, youth friendly and outcomes-supported work to provide assistance and support to young people in need.

I am very impressed with the directions Kids Help Phone is taking. To my mind, this is exactly what Canadian young people need. Kudos for your leadership in this — nationally and globally.

**STAN KUTCHER**

PROFESSOR, DALHOUSIE UNIVERSITY DEPARTMENT OF PSYCHIATRY, STAFF PSYCHIATRIST, IWK HEALTH CENTRE, SUNLIFE FINANCIAL CHAIR IN ADOLESCENT MENTAL HEALTH, DIRECTOR, WHO COLLABORATING CENTRE, MARITIME OUTPATIENT PSYCHIATRY

The Canadian Red Cross is honored to have worked so closely with Kids Help Phone. This Citation recognizes the incredible work of Kids Help Phone and honors the partnership that has existed for the past 24 years. By working together, Canada is becoming a safer place for children and youth as they receive both knowledge and support. The outstanding work of Kids Help Phone means all young Canadians are just a phone or click away from getting help.

EXCERPTED FROM THE CANADIAN RED CROSS AWARD OF DISTINCTION CITATION

PRESENTED TO KIDS HELP PHONE ON INTERNATIONAL CHILDREN'S RIGHTS DAY, NOVEMBER 20, 2013

Kids Help Phone is to be commended for its efforts to ensure the continuous improvement of the relevance and accessibility of its services.

**MÓNICA RUIZ-CASARES, PH.D**

ASSISTANT PROFESSOR, DIVISION OF SOCIAL AND TRANSCULTURAL PSYCHIATRY  
CENTER FOR RESEARCH ON CHILDREN AND FAMILIES,  
MCGILL UNIVERSITY



(left to right) Drs. Debra Pepler and Wendy Craig, PREVNet (co-recipient of the citation award); Judi Fairholm, Canadian Red Cross RespectED; Sharon Wood and Melissa DeMers, Kids Help Phone



# MILESTONES

## Heroes, all

In 2013 and 2014, with a new presenting sponsor on board, the Walk so Kids Can Talk presented by BMO brought thousands of young people, parents, friends, neighbours, youth advocates, and companies together in an inspiring show of support for young people's well-being. Held in dozens of communities across Canada, the event raised an incredible \$3 million+ for Kids Help Phone both years! In 2014, the Walk invited people to "be a hero" — thousands of participants, volunteers, and other supporters answered the call, arriving in costume, sharing superhero selfies on social media, and striking their best power pose in our Walk video. Thanks, heroes — see you next year on Sunday, May 3, 2015!

## LGBTQ Celebrating their true colours

Kids Help Phone has always supported young people struggling with questions about sexual orientation or gender identity, including many facing stigma and discrimination. So in June 2013, we were delighted to join the Pride movement by marching in the parade and hosting a booth in the Family Zone at Calgary Pride. In 2014, tied into the launch of Kids Help Phone's new LGBTQ and gender identity content on [kidshelpphone.ca](http://kidshelpphone.ca), we expanded our participation, with Kids Help Phone staff including counsellors taking part in a number of Pride celebrations across the country.

## Prime Minister's roundtable on cyberbullying

In May 2013, Prime Minister Stephen Harper invited Kids Help Phone to join a roundtable summit with four families whose children had died tragically following instances of cyberbullying or online exploitation. The event took place in Winnipeg, Manitoba, with other invited representatives from Red Cross RespectED, PREVNet, and the Canadian Centre for Child Protection, along with members of Cabinet, with discussions focused on practical solutions on how to address the issue.

Nearly seven percent of the questions and concerns that Kids Help Phone counsellors receive are about bullying, including cyberbullying. As a national organization that works with children and youth every day, Kids Help Phone is often asked to share its professional expertise in some of the country's most important discussions about young people's well-being.



## Open letter supporting Aboriginal youth

In June 2013, in a year that saw the Neskantaga First Nation in Ontario declare a state of emergency following a high number of youth suicides, Kids Help Phone issued an open letter and media release urging all Canadians to take action to support Aboriginal youth. Noting that we all have a collective responsibility to care for the young people of Canada, the letter asked readers to consider



2014 Walk



At Toronto Pride



what it might be like to be a young person growing up in a community in crisis. It urged them to find concrete ways to support Aboriginal youth, for example by learning about and raising awareness about the issues that young Aboriginal people face.

*By prioritizing the mental health and well-being of First Nations youth, we can collectively ensure that future headlines are about the resilience of their communities, rather than the tragedies.*

KIDS HELP PHONE OPEN LETTER, JUNE 11, 2013



### Bullying Awareness Week

In 2013, Kids Help Phone took a leadership role in developing key activities and tools for national Bullying Awareness Week, with the goal to inspire and assist other groups, companies, and individuals as they undertook their own Bullying Awareness Week plans. With extensive media outreach, a mail-out to mental health advocates and educators, and a comprehensive online resource where visitors could learn more, get support, and download an array of free tools and information, the campaign reached three million people across Canada. In addition, Kids Help Phone's call to action was widely shared, reaching 48,000 Twitter accounts:

*This #BullyingAwarenessWeek, take a stand against cyberbullying. Pause before you post. Report hurtful comments. Promote respect. #BAW13*

### Québec celebration

In November 2013, a Québec celebration and press conference in Montreal showcased the importance of Kids Help Phone in the lives of Québec youth. Hosted by Kids Help Phone spokesperson and VRAK-TV presenter Étienne Boulay, the event featured the unveiling of Proof Positive research data, gift presentations from Sophie Desmarais and the J.W. McConnell Family Foundation, and the Red Cross/Croix-Rouge distinction award presentation to Kids Help Phone.

### Volunteering excellence

Volunteer contributions are the foundation of everything we do at Kids Help Phone. Congratulations to Kids Help Phone's 2013 national volunteers of the year!

- **National Volunteer Group of the Year:** Amanda Nkeramihigo, Tanya Danyliuk, and Sylvie Wiseman, led by Dilys Haner. This team of university students has donated more than 600 hours of their time and academic expertise as research assistants since September 2013, working on Kids Help Phone Live Chat research and evaluation projects. Their work will ultimately lead to a Live Chat support manual for our counsellors — allowing them to provide even greater support to young people using this counselling method, many of whom are struggling with very serious issues.
- **National Youth Volunteer of the Year:** Anchugan Sivagnanam. Known for his professionalism and caring presence as an office volunteer, Anchugan has led Kids Help Phone's national youth engagement strategy action plan pilot project by mobilizing regional working groups and leading the national advisory committee.



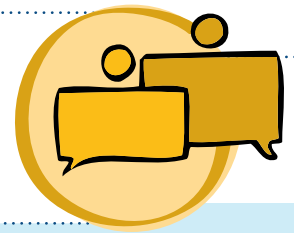
Prime Minister's Cyberbullying Roundtable



Québec Celebration

2011, AGE 18, BY LIVE CHAT

## KEVIN PLANS FOR HIS FUTURE...



IT'S MY FIRST LIVE CHAT.

Found out about it on the Kids Help Phone website, and it sounds perfect — because where I am, I have no privacy to call, but I still want to talk to someone now, you know? I am feeling really down.

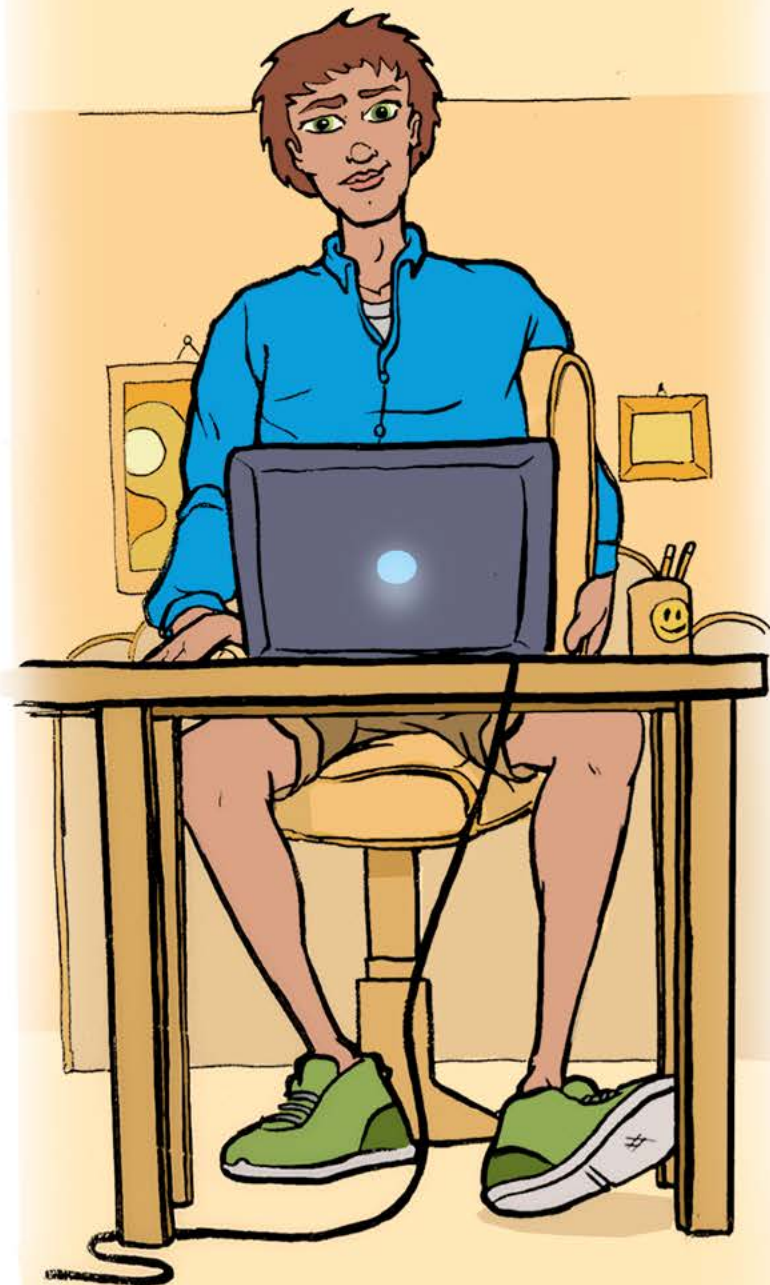
COUNSELLOR:

*Hi — you've reached Arianna.  
How can I help you today?*

I tell Arianna a bit about my history. After calling child protection, my brother, sister and I went to live with my aunt and her family in another town. Now at least everything's stable, and we know we're taken care of. I see my dad sometimes — he has a lot of problems, but at least he is taking care of himself.

The trouble is, my relatives aren't always nice to us. Sometimes they treat their own kids better — like on birthdays, my cousins get parties and presents, and we don't. And sometimes they say mean stuff to us, like saying we're a burden. I feel bad for my brother and sister — they're still young, so I try to be strong for them, but I can tell they're unhappy. It's hard starting over in a new city. And I haven't graduated high school yet... the last few years really set me back.

I say I'd really love to leave and start living on my own, but Arianna asks me where I'd go, and right away I see what she means... I don't have many choices right now.



KMAN18:

what if i don't leave now but start thinking about HOW id leave?

COUNSELLOR:

*That's a great idea. You could create a plan.*

KMAN18:

yeah. like maybe in two years I could move out on my own. id really like to go to college too, if i could .... :)

COUNSELLOR:

*well, from what i've heard tonight about all you've been through, you seem very strong and resourceful. :) 2 years is a good time frame, and college could open up many doors...*

KMAN18:

are there programs that can help me?

COUNSELLOR:

*there's student assistance programs, housing help, social assistance... you might need to get a job too*

*it won't be easy. but you've been looking after others since you were 7 right? i know you have the smarts to get yourself to where you want to go. :>)*

COUNSELLOR:

*when you're ready, we'll help you explore your options.*

KMAN18:

lol. thanks! how can i get started?

COUNSELLOR:

*just a second. i'm going to send you some links to services in your community...*

...!

SEND

KEVIN'S STORY CONTINUES ON PAGE 41



# FINANCIALS

## Report of the Independent Auditor on the Summary Consolidated Financial Statements

To the Members of Kids Help Phone:

The accompanying summary consolidated financial statements, which comprise the summary consolidated balance sheet as at December 31, 2013, and the summary consolidated statement of revenue and expenses for the year ended December 31, 2013, and the related note are derived from the audited consolidated financial statements of Kids Help Phone for the year ended December 31, 2013. We expressed a qualified audit opinion on those financial statements in our report dated May 27, 2014.

The summary consolidated financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary consolidated financial statements, therefore, is not a substitute for reading the audited financial statements of Kids Help Phone.

### Management's Responsibility for the Summary of Financial Statements

Management is responsible for the preparation of the summary consolidated financial statements in accordance with the Note to the summary consolidated financial statements.

### Auditor's Responsibility

Our responsibility is to express an opinion on the summary consolidated financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

### Opinion

In our opinion, the summary consolidated financial statements derived from the audited consolidated financial statements of Kids Help Phone for the year ended December 31, 2013 are a fair summary of those financial statements, on the basis described in the Note to the summary consolidated financial statements.

However, the summary financial statements are impacted, to the same extent as the audited consolidated financial statements by the possible effect of the limitation in scope of our audit of the audited consolidated financial statements of Kids Help Phone for the year ended December 31, 2013.

Our qualified opinion on the audited financial statements is described in our report dated May 27, 2014, and indicated that Kids Help Phone, in common with many not-for-profit organizations,

derives the majority of its revenue from the general public in the form of revenue from donations, sponsorship, special events and promotions, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of Kids Help Phone and we were not able to determine whether any adjustments might be necessary to donations, sponsorships, special events and promotions, excess of revenue over expenses, and cash flows from operations for the years ended December 31, 2013 and December 31, 2012, current assets as at December 31, 2013 and December 31, 2012, and net assets as at December 31, 2013, and January 1, for both years. Our qualified opinion states that, except for the possible effects of the described matter, those financial statements present fairly, in all material respects, the financial position of Kids Help Phone as at December 31, 2013, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*Deloitte LLP*

Chartered Professional Accountants,  
Chartered Accountants  
Licensed Public Accountants  
Toronto, Canada  
May 27, 2014



## Basis of Presentation

Kids Help Phone has prepared these summary consolidated financial statements to be included as part of its annual report. These summary consolidated financial statements present the same information as the audited consolidated financial statements, with the exception of the consolidated statement of

changes in fund balances, the consolidated statement of cash flows, the consolidated schedules of expenses and the notes to the audited consolidated financial statements. Complete audited consolidated financial statements for the year ended December 31, 2013 are available upon request from Kids Help Phone.

## SUMMARY CONSOLIDATED BALANCE SHEET

as at December 31, 2013

	2013 \$	2012 \$
<b>ASSETS</b>		
<b>Current</b>		
Cash and short-term investments	6,284,544	2,755,962
Other current assets	442,029	439,676
	<b>6,726,573</b>	<b>3,195,638</b>

Restricted cash and investments	2,631,490	2,286,929
Capital assets	390,072	481,586
	<b>9,748,135</b>	<b>5,964,153</b>

### LIABILITIES

Current liabilities	4,014,029	1,438,536
Long term liabilities	61,663	100,028
	<b>4,075,692</b>	<b>1,538,564</b>

### FUND BALANCES

Operating fund	3,112,081	2,178,876
Reserve fund	2,500,006	2,000,006
Jack Windeler memorial fund	-	181,061
Futures campaign fund	9,814	9,814
Other externally restricted funds	50,542	55,832
	<b>5,672,443</b>	<b>4,425,589</b>
	<b>9,748,135</b>	<b>5,964,153</b>

## SUMMARY CONSOLIDATED STATEMENT OF REVENUE AND EXPENSES

Year ended December 31, 2013

	2013 \$	2012 \$
<b>REVENUE</b>		
Fundraising and other	11,220,862	9,763,766
Government	3,562,233	1,206,915
Restricted funds	768	145,976
	<b>14,783,863</b>	<b>11,116,657</b>

### EXPENSES

<b>Service delivery costs</b>		
Kids Help Phone	5,222,229	5,704,461
Volunteer engagement	30,560	79,384
The Jack Project	-	272,637
Good 2 Talk	2,356,664	69,550
<b>Fundraising</b>		
Direct fundraising costs	1,332,129	1,299,066
All other marketing and fundraising costs	2,651,926	1,920,946
General and administrative	1,531,745	1,167,003
Donor development	290,018	200,411
Amortization of capital assets	120,016	111,300
Interest on obligation under capital leases	1,722	4,389
Transfer to Queen's University for the Jack Project	-	75,175
	<b>13,537,009</b>	<b>10,904,322</b>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>1,246,854</b>	<b>212,335</b>

# OUR TEAM

Kids Help Phone is staffed by a passionate and committed team of professionals, including nearly 90 full-time, part-time, and relief counsellors, who all believe in the power of young people to change their own lives.

Thousands of volunteers contribute their invaluable skills, time, and talents as part of our team every year. More than 60% of them are young people themselves.

Our staff and volunteers are audacious optimists, who see the strength in kids and know that with hope and the right support, every young person can realize their potential. Here are just a few of the dedicated members of our team.

*Each call I take starts in darkness and ends with a kindling of light.*

JEAN-PHILIPPE THIBAUT



## JEAN-PHILIPPE THIBAUT

### Counsellor, Montréal, QC

Jean-Philippe has been working as a bilingual counsellor for Kids Help Phone for seven years

and counting. With a university degree in applied social science behind him, he worked as a research assistant in a children's hospital prior to coming to Kids Help Phone. *"Each call I take starts in darkness and ends with a kindling of light,"* he says. *"I am still amazed and grateful that I am witness to the resilience and incredible strength that young people build to live in a world like today's."*



## DARREN STATEN

### Senior Development Officer, Western Canada

Darren joined Kids Help Phone in 2013 and is based out of our Vancouver office, while also

supporting Manitoba, Saskatchewan, Alberta, and the rest of British Columbia. *"I am truly proud to work for Kids Help Phone so that our counsellors can literally change and save lives,"* he says. A member of the Association of Fundraising Professionals, Darren is well known for his enthusiasm and positive attitude. He is also passionate about music; in his spare time he mentors singers and songwriters.



## JUDY OLIVER

### Volunteer, Halifax, NS

Judy, a retired primary school and ESL teacher, has been a volunteer for five years, ever since learning about Kids Help Phone at the Ruth

Goldbloom Ladies Golf Tournament. Regularly providing invaluable support in our Atlantic Canada office, Judy also volunteers at numerous fundraising events, and recently started giving presentations about Kids Help Phone in schools. *"Kids Help Phone respects kids,"* she says, *"and that's why I want to be available for this organization."*

# OUR LEADERSHIP

Kids Help Phone Board of Directors (2013–14)

## CHAIR

**Deb Craven**

Senior VP & CFO, Purolator Inc.

## VICE CHAIR

**Carolyn McGill**

Former President and Chief Executive Officer,  
CNW Group

## PAST CHAIR

**Kerry Arbour**

Vice President, Customer Service, Bell Canada

## TREASURER

**Harry Wierenga**

Vice President & Regional Director, Banking,  
BMO Harris Private Banking (retired)

## EX-OFFICIO

**Sharon Wood**

President & CEO, Kids Help Phone

## DIRECTORS

**Sheila Blair-Reid**, Consultant, Spring Business Solutions

**Charles Brown**, President, The Source

**Dave J. Burns**, SVP & Chief Operating Officer, LoyaltyOne Inc.

**John Cardella**, Former Executive VP, Human Resources,  
Ceridian International

**Leslie Chester**, Chief Marketing Officer, Nestlé Canada Inc.

**Cheryl Fix**, Regional Manager, Adoption, Permanency and  
Transitional Planning, Edmonton and Area (Region 6),  
Child and Family Services

**Jeff Gaulin**, Vice President, Marketing & Communications  
and Government Relations, Tervita Corp

**François Jolicœur**, Vice President & GM, Eastern Canada  
Retail, LoyaltyOne / Air Miles Reward Program

**Mark Kummer**, Vice President, Service Provider,  
Cisco Canada

**Jeanette Lewis**, Executive Director, Ontario Association  
of Children's Aid Societies (retired)

**Hatty Reisman**, Lawyer, Reisman Law Office

**Richard Rudderham**, Executive Vice President,  
Head of Human Resources, BMO Financial Group –  
Bank of Montreal

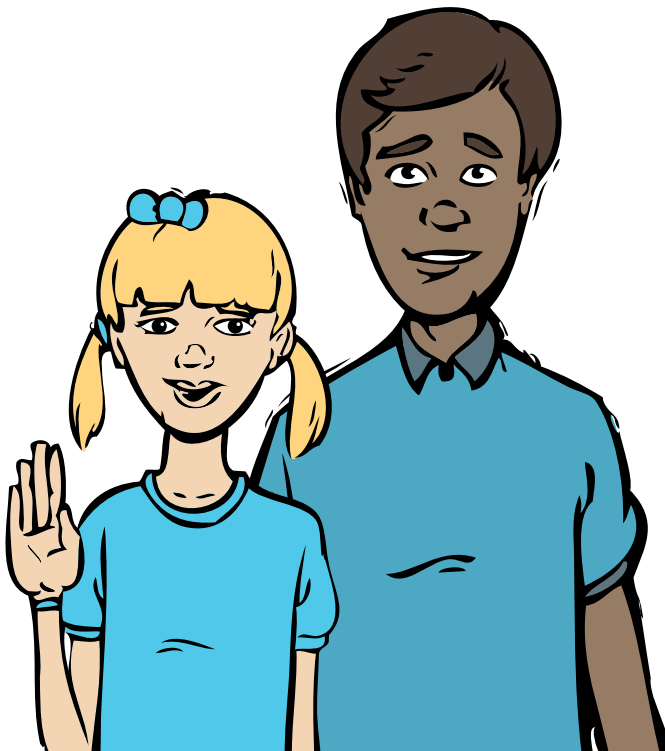
**Shaheen Shariff, Ph.D.**, Associate Professor, Faculty of  
Education, McGill University

**Cheryl Smith**, Executive Vice President, Sales and Marketing,  
Parmalat Canada Inc.

**Brenda Stasuik**, Director, Corporate Social Responsibility,  
Farm Credit Canada

**Andrew Walker**, Vice President, Communications &  
Corporate Affairs, Sobeys Inc.

**Steven G. Golick**, Partner, Osler, Hoskin & Harcourt LLP  
(Legal Counsel and Secretary to the Board)

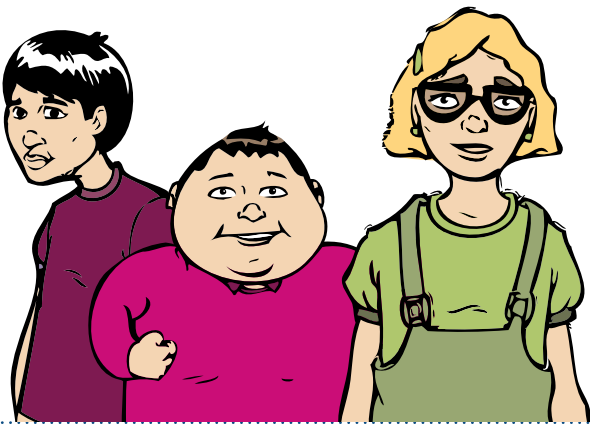


# THANK YOU!

## A COMMUNITY OF SUPPORTERS WHO CARE ABOUT KIDS

Kids Help Phone exists to ensure that young people always have a trusted, non-judgemental, and professional source of support, whenever, wherever, and however they need it.

Ensuring our service is always there and that we keep innovating to stay current with young people's emerging needs requires a consistent and ongoing investment. Our deepest thanks to all of our loyal donors, partners, volunteers, and other supporters who choose to invest in Kids Help Phone, and who share the belief that no child should ever go unheard.



Our supporters are true champions for young people in Canada; together we are realizing our goal to improve young people's mental health and well-being.

## OUR FOUNDING PARTNERS

To mark our 25th anniversary, we would like to warmly thank our founding partners:

**BMO Financial Group** believes in supporting strong, spirited, and confident kids who, in turn, contribute to strong, spirited, and confident communities. Its employees started one of Kids Help Phone's annual fundraising events, the Boolathon, in 1991 (an event BMO sponsored for more than 20 years!), before becoming the proud presenting sponsor of the Walk so Kids Can Talk in 2013, a very significant contribution to young people across Canada. BMO was the largest contributor to the Futures capital campaign, and it also generously supported our Student Ambassador volunteer program for many years.

**Bell Canada** has a proud legacy of support for Kids Help Phone's vital mental health services. The company's contributions have included support for the launch of Kids Help Phone's telephone counselling service and the development of its first website in 1996, corporate and employee support for the Walk since 2002, and significant contributions towards the Always There mobile app and Live Chat counselling. Bell Canada recently announced the largest corporate gift in Kids Help Phone's history.

Nestlé Canada's Good Food, Good Life Community Program encourages and supports the promotion of health and wellness in communities across Canada. As a founding partner and a Walk sponsor for many years, **Nestlé Canada** is walking the talk when it comes to supporting kids' mental health. Nestlé Canada has also supported Kids Help Phone for the last 15 years through



the annual Kids Help Phone Golf Classic, and promotes Kids Help Phone by showcasing its logo on 1.5 million of Nestlé’s products annually.

**Parmalat** is strongly committed to the health and wellness of all Canadians. A significant part of that commitment is to support young people in Canada through Kids Help Phone. For many years Parmalat has been instrumental in building strong awareness of Kids Help Phone by presenting the service’s logo and contact information on a wide range of its products. As a Walk sponsor, Parmalat and its employees put their best feet forward each year to ensure young people can continue to have access to Kids Help Phone’s professional counselling services.

## TRIPLE COMMITMENT

**Ledcor Group**, a diversified construction company with projects all over North America, believes in moving “*forward together.*” It’s also an organization that cares profoundly about kids. Ledcor has supported Kids Help Phone since 1997: their corporate and employee contributions exceed \$486,000 to date. As a sponsor of the Walk since 2009, Ledcor has distinguished itself by committing to the event in several ways: by site sponsorship (Vancouver for the last several years, and Edmonton starting in 2014), through involving Ledcor employees in Walk fundraising, and by offering a matching program so employees can double their impact. Kids Help Phone depends on the support of many generous companies like Ledcor who believe in the importance of giving back to communities.

## VISIONARY SUPPORT

Kids Help Phone is fortunate to have a number of committed and visionary government and foundation funders and service delivery partners. One such funder is the **Ontario Trillium Foundation** (OTF), which has supported Kids Help Phone since 2000 with contributions of nearly \$1.7 million. In 2011, OTF identified that Kids Help Phone had great potential to run a fundraising campaign to support the expansion of Live Chat counselling.

OTF knew there were many young people who wanted to use Live Chat but could not because the service was only offered on a limited basis. Through a key strategic grant at the right moment, OTF made more Live Chat counsellors available immediately and funded the costs of a strategic and operational plan for a fundraising campaign that continues to expand Live Chat availability — and so much more. This campaign promises numerous advances in future for young people in Ontario (and Canada) reaching out for help.



*Kelly Reid and Charles Brown, The Source*

## AN AMBASSADOR AND CONNECTOR

**Charles Brown**, President and CEO of The Source and Kids Help Phone board member, started fundraising for Kids Help Phone’s annual Walk in 2007, and hasn’t looked back since. Over the past eight years, he’s personally raised more than \$380,000 to support child and youth mental health through that event, and he’s been the top national individual fundraiser the last four years running. He’s also a marvellous children’s advocate, donating his time to make connections and act as an ambassador for Kids Help Phone within his network. Kids Help Phone relies on support from many individual donors like Charles, who go above and beyond, reminding us how one determined person can make a significant difference.

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## WHY WE SUPPORT KIDS HELP PHONE



*Osler is a long-term supporter because we passionately believe that Kids Help Phone can change kids' lives by giving them access to help when they're most vulnerable and in need.*

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## WHY I SUPPORT KIDS HELP PHONE



*As a teen, I would often ride my bike to a phone booth and call Kids Help Phone to talk about things I wouldn't share with anyone else; those positive experiences inspired my youth-focused business, and I am proud to be a supporter of Kids Help Phone.*

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## WHY I SUPPORT KIDS HELP PHONE



*I used to be a high school teacher and I understand how hard growing up can be — that's why I'm a donor.*

SUZANNE CHURCH  
AUTHOR

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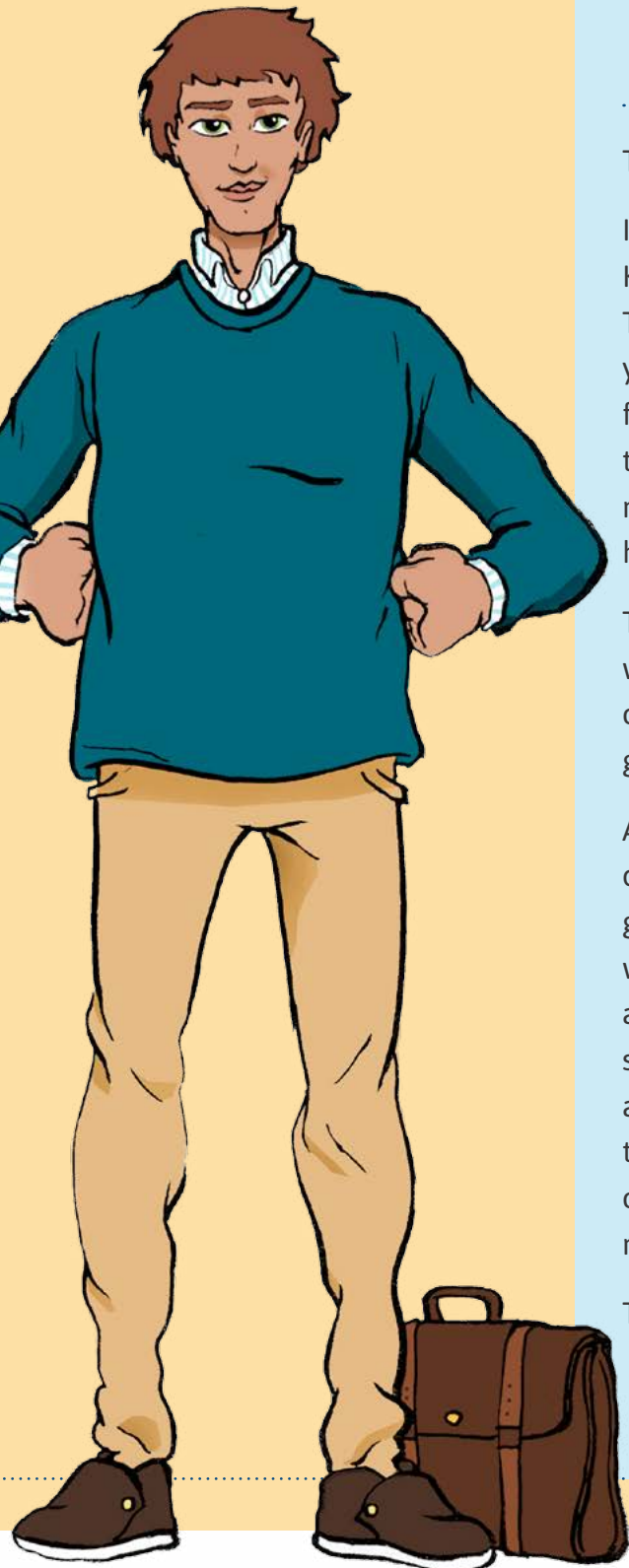
# KEVIN REACHES OUT AGAIN...



**Subject** 25 years, and everything a-okay — thanks!

**Proud**

**Author** funkid27



To all the counsellors,

I just turned 25 today, and while I know I'm too old to use Kids Help Phone, I wanted to write in one last time to say thanks. Thanks for being with me since I was a little kid up until a few years ago, when I "graduated" from Kids Help Phone. Thanks for always answering my posts, chats and calls — especially that call ten years ago on the hardest, longest, and loneliest night of my life (if Dominic's still there, tell him I'll never forget his kindness).

Thanks for hearing everything we have to say, no matter what. You've even helped my younger brother; he just found a counsellor in our area through Resources Around Me so he can get help with depression.

At one time, I was a scared little kid, trying to be brave while I dealt with stuff no kid should have to deal with — my mother gone, my dad disappearing eventually too, leaving me in charge with not enough food in the house... Today I'm living on my own, and an amazing thing happened.... I graduated college and I'm starting a new job soon, actually more like a career! Oh, and I also have a great girlfriend, met her at school ;-)

I owe so much to all of you all these years.... please pass on my thanks to every counsellor there and everyone who supports your work. You make a BIG difference. In my life, and I'm sure for many others...

THANK YOU!

KEVIN'S STORY CONTINUES





**Subject** RE: 25 years, and everything a-okay — thanks!

**Counsellor**

**Author** Dominic, counsellor

*Dear funkid27,*

*Wow, what a coincidence that I am the one answering your post. I definitely remember you from that long lonely night you describe... words cannot express how wonderful it is to hear you've done so well so many years later. Thank you for sharing your amazing news with us. What strength you've shown to get where you are; good for you (and happy birthday)!*

*As counsellors, it is so rewarding to hear back from the young people we've connected with, and messages like yours bring huge smiles to our faces. I will definitely share this with all of my colleagues.*

*Good luck with your very promising future, and thank you for writing in!*



### **WHO IS KEVIN?**

Kevin is a fictionalized representation of one young person contacting Kids Help Phone — grounded in the truth of a number of real stories we've heard from children and youth over the years. Because Kids Help Phone is anonymous and confidential, we rarely hear detailed, lifelong stories like Kevin's — and yet we know from research and the thank-you notes kids send us that there are many Kevins out there, who grow up using our service multiple times....



# THANK YOU FOR HELPING KEVIN!



KIDSHELPPHONE.CA



If you know a young person who is struggling with a problem, big or small, please encourage them to visit [kidshelpphone.ca](http://kidshelpphone.ca) or call 1.800.668.6868 today.

We're always available, 24/7/365.

And let them know about our free app:



ALWAYS THERE

KidsHelpPhone.ca  
1 800 668 6868

Kids Help Phone

Celebrating  
**25** Years

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604.267.7057 or 1.877.267.7057  
bc@kidshelpphone.ca  
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La version française est aussi disponible.

Written by Julia Morgan and designed by Pivot Design Group with illustrations by Moya Garrison.

Charitable Registration

#13000 5846 RR001