

2014-15 Impact Report

KidsHelpPhone.ca
1 800 668 6868

Kids Help Phone

Cause and Effect

Joe, Kids Help Phone Counsellor

Read their story inside

Aidan, Past Service User

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Cause and effect – one action leads to another. It is the direct relationship between the drive to do good and the good that is done.

Donors support our mission and the result is that youth across Canada find a safe haven, where they are accepted and protected and discover the skills to learn and grow.

A volunteer gives us their time. Their donation enables us to run events that raise the funds necessary to help even more young people at risk.

A partner shares their expertise and financial support, enabling Kids Help Phone to offer new and expanded services – whether it is reaching out to teen boys who are reluctant to ask for help or increasing the hours of our Live Chat counselling service, so that more kids can access counselling when they need it.

When you embrace our cause, the effect is directly measured by the number of kids' lives saved.

Giving the gift of a moment, donors save lives

Every time a young person contacts Kids Help Phone, it is a pivotal moment of courage, a first step on a journey where they will build the emotional strength and mental resilience that allows them to survive and eventually thrive.

Throughout our history, Kids Help Phone has relied on individuals and organizations who have shared our vision and supported our mission through donations. Every dollar we receive buys a precious moment of help for a young person.

Simply put, money received = help given.

One donation funds a live web chat between a professional counsellor and a troubled teen contemplating suicide. The boy discovers he has alternatives and someone who really listens. The moment of crisis passes.

Another donation funds a phone session with a girl fearful of raising her eating disorder issue with her parents. She is given the resources to better understand her situation, a referral to a local clinic, and the tools to start a dialogue with her family – helping her to achieve a moment of understanding.

Each donor's gift fuels our ambitious desire to stay relevant to youth and speak to them about the things that concern them most, in the ways that they like to communicate.

Our Live Chat service is a case in point. Launched four years ago, the service was immediately in demand with kids who are most at ease communicating via text and web chat. Even though we have been able to gradually expand that service with extended hours reaching 5 nights each week this year, we know the need is essential to grow further, to achieve a goal of being available across the country 24/7 in the next five years. New funding will ensure that no contact is missed when Live Chat is open, and the moment to receive help doesn't pass.

Donor support has also enabled us to reach out to a demographic traditionally reluctant to ask for counselling – teenage boys. Our new BroTalk service seeks to help this group that experiences more problems with anger, high-risk behaviours and suicidal tendencies than girls. With a new website and mobile app that is linked to our phone and live chat counselling, we hope to motivate more boys to ask for aid before they reach a crisis point.

So thank you, donors, for believing in us and supporting our cause. Thank you to our counsellors and other Kids Help Phone staff who treat what they do more as a mission than a job. Thank you to the volunteers, who represent and promote Kids Help Phone in communities across Canada. Thank you to our partners, who share our values and help extend our service. And thank you to our Board of Directors – your leadership keeps us on track and moving forward.

All of your passion, expertise and engagement enable us to do good, moment by moment, allowing us to achieve something momentous with every interaction we have with young people.

Sincerely,



Sharon Wood
President & CEO
Kids Help Phone

"I believe in the idea of community. We are a community of staff and volunteers, of donors and partners. We are the circle of community around each young person in Canada. Whether they need to contact us or not, they are just reassured knowing we are there."

Sharon Wood



We Listened. We Learned. We Responded

To provide excellence in counselling, you need to listen. Really listen.

This is something that Kids Help Phone does well, as the country's only charity providing counselling services for young people. We don't just make assumptions; we test them. We conduct research to show how kids are using our service and how we must evolve to meet their changing needs.

In 2015, we conducted the Teens Talk survey, giving us detailed insight into the challenges kids face today, as well as whom they like to turn to for help, and how they like to communicate. The findings supported our commitment to expand our groundbreaking Live Chat service, responding to kids' growing preference for communicating via digital channels.

Not only has Live Chat become more in demand, it's providing a different way for youth in Canada to discuss their most important issues. As our recent service evaluation proved, youth are more likely to talk about the most difficult subjects, such as self-harm and abuse, via chat than by telephone. Compelling examples of how our service improves the lives of young people is highlighted in this report.

Our goal remains to allow for the voices of all kids across Canada to be heard. This means we have to constantly evolve our technologies and our strategies, fueled by feedback from our research, our partners and our donors. We must continue to reach out to under-served communities. And our response cannot be one size fits all, but rather tailored to individual needs.

If, as our experience shows, teenage boys are reluctant to talk about their problems, then we must take steps to connect to them, as we are doing with this year's launch of BroTalk, our new online support zone for teen guys. As our awareness of kid and teen issues evolves, so must the content we offer through our website. Again we are proud to have taken the lead in developing and sharing essential information and tools about sexting, bullying and sexual identity.

Kids Help Phone never shies away from addressing the issues that matter most to young people. We will continue to listen carefully to what they say about the challenges they are coping with. And with donors' support, we will respond with the right help given in the right way, so that kids are able to make the best decisions for themselves, no matter who they are or what they are facing.

Sincerely,



Carolyn McGill
Chair
Kids Help Phone Board of Directors



Deb Craven
Past Chair
Kids Help Phone Board of Directors

"Our goal continues to be to serve all youth across Canada. This means we have to continually evolve our technologies and our strategies, with feedback from our research, our partners and our donors."

Carolyn McGill



Deb Craven



I grew up being abused – physically, sexually, mentally. Like a lot of boys, I didn't know how to ask for help. I kept things compartmentalized and cramped down.

I'd have nightmares as my brain tried to cope with what was happening. I lacked focus. My school grades weren't good. I was bullied.

Things built up and I couldn't take it anymore. I exploded in Grade 12. I was talking to some friends about what happened over the weekend. I said I had gotten grounded because I had failed some test. Then out of nowhere I blurted, "My mom hits me."

My friends believed me. My best friend walked me to a teacher and said tell them what you told me. And I did.

The support I got from my school was great. I was able to get out of my house and live with my brother. But once the physical abuse was gone, the mental health problems took over.

The memories were there 24/7 – I had no peace. I was diagnosed with post-traumatic stress disorder, dissociative identity disorder and even anorexia. And I just exploded in hostility towards myself, not others. I would self-harm and think about suicide. I didn't know if I wanted to live or die.

Then luckily I saw a Kids Help Phone ad on a candy bar

wrapper, visited their website and posted. I got a post back and they encouraged me to call them, which I did. I was on the phone for an hour and 10 minutes and got through the crisis. But even after the crisis passed, I still needed support. So I called back.

I felt lost without a family and would often talk about this with a counsellor. One day, the counsellor asked me, "What about a chosen family?" Family isn't just blood relations. They are the people who love and support and care about you. It made me realize that my closest friends are like my brothers and sisters.

That's why it was so important to make connections like Kids Help Phone, to have someone listen and believe you.

I'm 28 now and I've recovered. I volunteer at Kids Help Phone and work in the healthcare field, dealing with mental health issues. While this has been cathartic for me, my primary message is that if people face this kind of challenge, they need to talk about it.

I really appreciate all the people who help, whether it is counsellors, volunteers or

Did you know?

19%

Male service users are 19% less likely to discuss mental and emotional health issues than females, and 23% less likely to discuss suicide-related issues. Boys also experience more problems with anger, high-risk behaviours and die by suicide more frequently.



donors. As a kid I used to think of superheroes as the ones who fly and wear capes. But superheroes are also the awesome people who want to make a difference in mental health.

And I think it's true to say that they saved my life. Though I'm sure a counsellor would throw this back at me and say you saved your own life.

“If I have a message for any kid in Canada it’s don’t wait until you hit rock bottom to make that phone call.”



A mental health educator, advocate and public speaker, Aidan Scott also serves as a volunteer and youth mentor at Kids Help Phone. He is the founder of Speakbox, a service that aims to connect all Canadians to web-based mental health treatment and support.

I was born in Tehran in 1949 and after I finished school I knew I wanted to work with children. I got a job with a non-profit organization that worked with children in the south of Tehran.

Tehran is a socio-economically segregated city, and the southern part is very poor. I had a class of three and four year olds and I helped prepare them for regular school, supported their families, and promoted good nutrition.

I moved to Toronto in 1973, and met and married my husband. We opened a restaurant, The Persian, in Toronto which we ran for 27 years. We have four children, and two of my daughters got involved with Kids Help Phone when they were in high school. My eldest daughter, Janet, was one of the first Kids Help Phone ambassadors in 1995. I was happy because I always loved helping and working with children, so I would try to help when they did fundraisers. Both daughters stayed involved until they started university.

Five years ago I retired from the restaurant business. I wanted something to do with my time and I was attracted to Kids Help Phone because of what I did with my daughters. So I started volunteering at the Toronto office.

I usually come in two days a week and work five, six hours a day. I help in the office. I help do fundraising. I help at Christmas getting toys for kids. I help with events like Walk So Kids Can Talk, doing whatever they need—like setting up the refreshments, and supervising the family activity area.

I don't work with kids directly but because I volunteer that means that the money that would have been given to someone to do my work can now be used so that a child somewhere can make a call, speak to a counsellor and get help. I make a contribution so that they can make a contribution – we all work together to help.

I feel good about that.

My whole family is proud of the work I do here. My daughters are especially happy that I have kept up our family connection with Kids Help Phone.

Did you know?

2,000

In the past year, 2,000 volunteers contributed 10,000 hours of work organizing community events across the country that raised more than \$5.7 million for Kids Help Phone.



“Each time I volunteer, there’s money saved that allows a child somewhere to make a call and talk to one of our counsellors.”



Born in Tehran, Azi Alexanian worked with socio-economically disadvantaged children before immigrating to Canada and opening a restaurant. Since retiring she has volunteered two days a week in the Toronto office of Kids Help Phone.

Supporting communities is part of BMO's DNA. As founding partners, we have been with Kids Help Phone since the beginning and it has become close to my heart.

In 2012, I was asked to take part in organizing the annual fundraising event *Un Plaisir pour les Palais gourmets* benefiting Kids Help Phone. This themed evening of food and drink takes place every year at BMO's Montreal Head Office.

When I first took on the role as Honorary Committee President for the event, I was not entirely familiar with Kids Help Phone. As I became more involved, I had the opportunity to learn first-hand about the important work they do.

Working with the event's Honorary Co-President Cynthia Lemme, Senior Manager, Special Accounts Eastern Canada BMO Bank of Montreal, we have been successful in raising over \$65,000 for Kids Help Phone. So, for the 2015 edition of the event, we set decided to set an ambitious goal of \$80,000.

This was a significant challenge and we knew we needed to start early on to ensure the evening's success. We organized a cocktail event where we personally thanked each one of our loyal supporters and gave them an opportunity to see the true impact of their generosity

by speaking directly with Kids Help Phone professional counsellors and learning more about the front-lines of the service. As a result, this year's event sold out and we proudly raised \$89,600!

We are so pleased with the outcome of the 2015 event as it ensures that kids will be able to reach a counsellor when they need to most.

But my commitment to Kids Help Phone goes beyond *Un Plaisir pour les Palais gourmets*. I began supporting the Walk So Kids Can Talk presented by BMO two years ago. It's another great way to support the cause while connecting with my community. Through the Walk I enthusiastically rally those around me to fundraise for Kids Help Phone. In the two years I have been participating in the Walk, my team and I have raised over \$13,000!

I have also chosen to support this crucial charity for personal reasons; I am a proud grandfather to two young kids. I don't know if they will ever contact Kids Help Phone, but I absolutely want to make sure that it will be there for them if they ever need to.

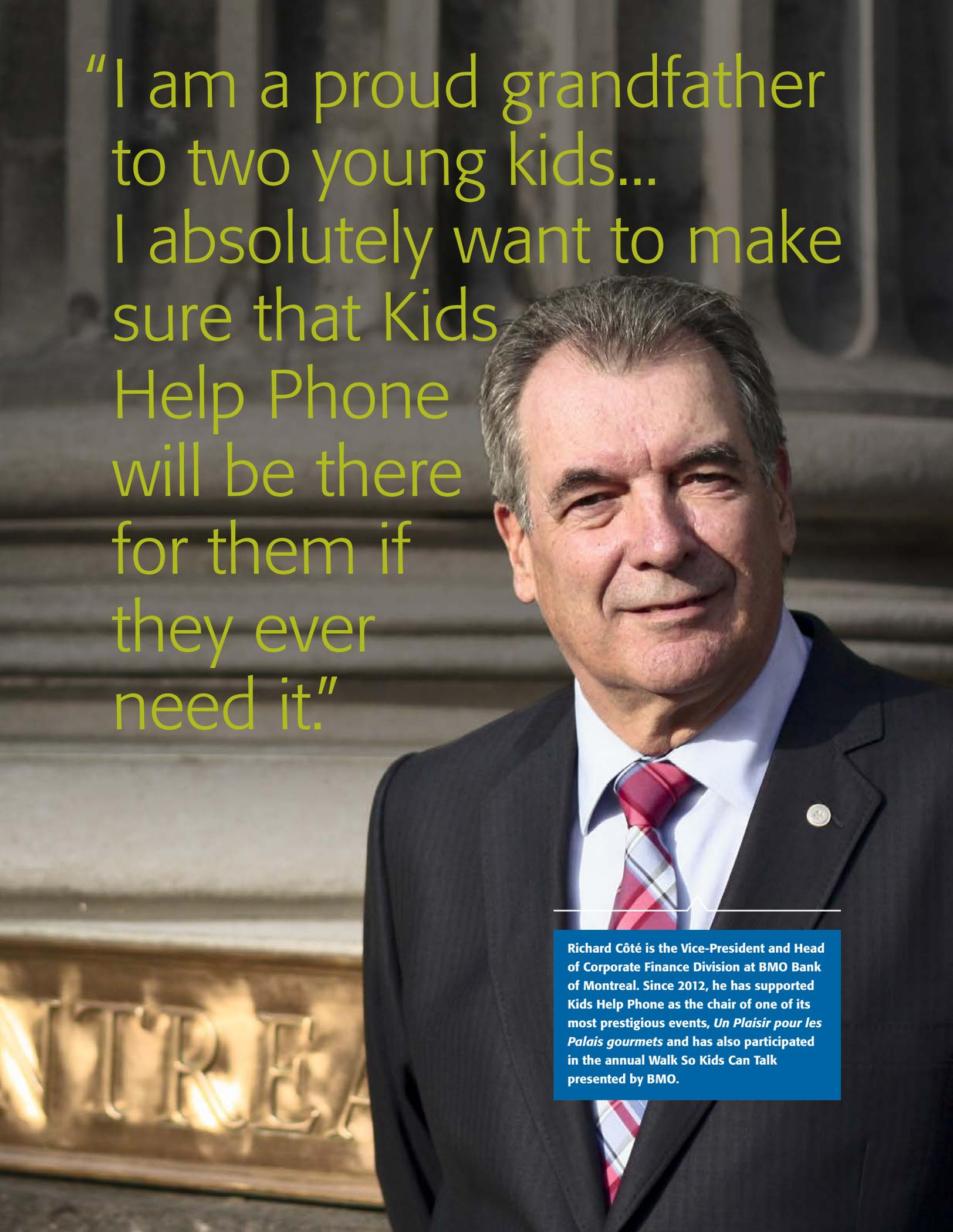
Did you know?

\$10 million

As a national charity, Kids Help Phone depends on the generosity of individuals and organizations to carry out its mission. Last year donors raised more than \$10 million. To be a donor yourself, simply go to org.kidshelpphone.ca and click on "Donate Now."



"I am a proud grandfather to two young kids... I absolutely want to make sure that Kids Help Phone will be there for them if they ever need it."



Richard Côté is the Vice-President and Head of Corporate Finance Division at BMO Bank of Montreal. Since 2012, he has supported Kids Help Phone as the chair of one of its most prestigious events, *Un Plaisir pour les Palais gourmets* and has also participated in the annual Walk So Kids Can Talk presented by BMO.

For our counsellors, the job is about listening, gaining trust and dealing with each new situation as it arises. We believe youth have the strength and ability and skills to recover from adversity.

Kids Help Phone counsellors work on a strength based approach. It allows the youth to see opportunities, hope and solutions rather than just problems and hopelessness.

I've always had a good rapport with kids, whether it's working one-on-one or in a group setting or over the phone.

I've been working with youth for about 25 years, starting with young offenders in correctional facilities in Northern Ontario. I moved to Toronto looking for new experiences and started working with youth in mental health.

I saw a job opening at Kids Help Phone. I thought it would be a challenging and unique experience to work with kids over the phone. So I applied. It's turned out to be the right decision for me and I have never looked back.

You can't force kids to talk when they get on the line, or be judgmental. You have to let them lead. They have called for a reason and chosen this avenue to reach out for help. So you really want to them to have a warm and comforting experience when they call.

You need to acknowledge the courage they've shown just by phoning in. You've done a really big thing here and started the process of change. It's about gaining trust bit by bit.

Over the years I have seen changes in the types of conversations we are having. Calls about sexual orientation, self-harming, bullying and suicide are more common now because of the overall awareness in our society.

The cyber world has brought a lot of new issues and made others even more difficult. So as with the kids, I am learning to navigate this new world. So calls and text chats about cyberbullying and using the internet inappropriately to harm, shame or embarrass others is very common.

The hard part for me can be dealing with the younger children. I know they may be in an abusive situation but can't just walk out the door. I'm a father now, so it can be very difficult to hear what some of these youth are going through.

Not all calls go as well as you hope. A youth may call and be in need of urgent assistance

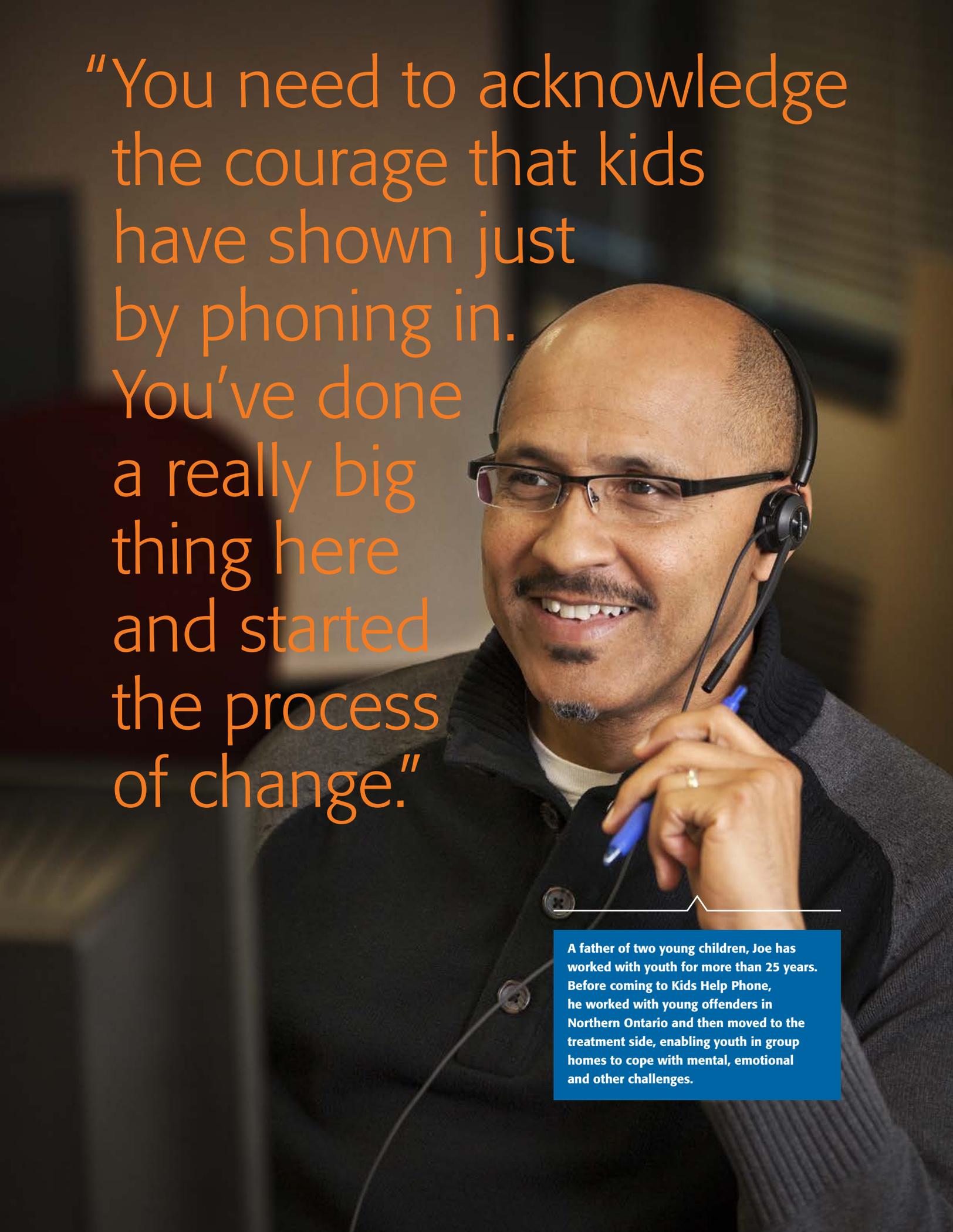
Did you know?

105

With the addition of four counsellors in Vancouver last year, Kids Help Phone now has 105 counsellors (this number includes full-time, part-time and relief staff) who help kids with the challenges large and small of growing up. On average, our highly trained staff complete 195 counselling sessions per day.



but is not ready to give identifying information so I can help more. Then I think to myself, at least I was there for them. I tried to give them a good experience. I take a breath and hope this may be a catalyst for them reaching out for help again.

A man with a goatee and glasses, wearing a headset, is smiling and holding a blue pen. He is wearing a dark sweater over a white shirt. The background is blurred.

"You need to acknowledge the courage that kids have shown just by phoning in. You've done a really big thing here and started the process of change."

A father of two young children, Joe has worked with youth for more than 25 years. Before coming to Kids Help Phone, he worked with young offenders in Northern Ontario and then moved to the treatment side, enabling youth in group homes to cope with mental, emotional and other challenges.

Teen guys engage in high-risk behaviours and die by suicide more frequently than young women. Our new BroTalk service aims to reduce stigma and improve mental health.

“There is this external stigma on guys that we don’t have feelings – the fact is, we do.”

Aidan Scott



From years of experience, Kids Help Phone knows that teen guys don’t reach out for help nearly as often as teen girls. A 2012 study we conducted shows that young males often see asking for help as a sign of weakness. In the 25-plus years we have been in service, our

statistics reveal that teen guys are 19% less likely to discuss mental and emotional health issues than girls and 23% less likely to discuss suicide and suicide-related issues.

While teen boys are reluctant to reach out, they are a group that often faces serious issues and

very much need help.

“When I look back to high school, I compartmentalized everything, just crammed it down,” says Aidan Scott, 28, who suffered abuse as a kid growing up in British Columbia (see “Aidan Scott: A Survivor’s Story,” p. 4). “I didn’t know how



to ask for help. This is why we need BroTalk.”

BroTalk is the new service aimed at Canadian males ages 14 to 18, launched in the fall of 2015. Kids Help Phone is proud to recognize the Movember Foundation as the principal funder. BroTalk aims to demystify the help-seeking process, to reduce the stigma of reaching out and to get teen boys talking before they get swallowed up by a serious crisis.

By talking to boys in their own language, BroTalk seeks to get them to open up about the issues, large and small, that concern them most. Its services include a website, with inspiring, real-life stories and testimonials from mentors and survivors, such as Aidan, interactive content designed to demystify counselling and build coping skills, and information on mental health. Topics include depression, fitting in, school, relationships and dating, and sex.

The mobile-friendly site also has a direct link to Kids Help Phone’s Live Chat service, enabling teen boys to connect to our professional counsellors through real-time web chat. Given that there is a growing number of kids who are more comfortable connecting through their smartphones and other mobile devices, BroTalk will launch a free mobile app that directly links teens to counsellors in 2016.

“When it comes to mental health, as a society we generally don’t do a good job of bringing guys into the conversation,” says Aidan, who had to learn to cope with depression, self-harm and thoughts of suicide with the support of professional counselling. “The stats show that the lives lost to suicide in this country are predominantly male, and it’s often because young guys won’t talk to anyone about their issues. This is such a sad, preventable loss.”

With the rising demand among teen males for BroTalk, Kids Help phone is looking to raise new funds to continue and extend the services. This is especially important given that the Movember grant runs out in 2016.

“As much as mental health is a gender-neutral issue, young guys do need special attention and a unique resource,” says Aidan. “We need to make a place where they feel comfortable and can really make a connection. BroTalk is definitely the answer to that.”



At the BroTalk launch held at Toronto’s Jarvis Collegiate Institute, Kids Help Phone mentor Aidan Scott (left) and counsellor Duane reveal the kind of help teen boys can expect when connecting to the new service.



Jesse Hayman of the Movember Foundation and Kids Help Phone President and CEO Sharon Wood discuss how BroTalk will get boys, ages 14 to 18, to start talking about the things that trouble them.

Partnering with committed organizations, we are able to extend our services and help each other to carry out our missions more effectively.

We are made strong through our partnerships. Working with companies and foundations embracing shared values, we are able to procure funding, share resources and make connections that enable us to launch new services, offer more counselling to youth across Canada and tackle urgent issues, such as teen suicide, in new ways.

Our partnerships are always two-way streets. We share learning and resources that enable us both to operate more effectively.



Boston Pizza Foundation: Delivering Help on Many Fronts

Since 1995, the Boston Pizza Foundation has been a strong supporter of Kids Help Phone, donating more than \$3.1 million, allowing us to expand and improve a wide range of our services.

The Boston Pizza Foundation was established in 1990, with a mission to help people of all ages living in and with difficult circumstances throughout Canada. In 2014, Boston Pizza Foundation created Future Prospects to help kids reach their full potential. Boston Pizza believes that strong role models inspire kids to be great. With large thanks to the Boston Pizza Foundation, we developed the Tools and Resources section on our organizational website to help

adults better understand the issues young people face and enable them to have frank, open conversations with the young people in their lives.

The Boston Pizza Foundation provided funding toward our new content on the topic of sexting, including an interactive tool that allows users to experience a simulated sexting experience called Pic'd Choose Your Own Story: A Decision Game about Sexting. The tool enables young people to build self-awareness, resiliency and learn to set boundaries in an increasingly digital and complex world.

Of course, Boston Pizza is more than a foundation. Its individual restaurants are all plugged into their local communities, supporting the annual Walk So Kids Can Talk presented by BMO and other local initiatives.

J.W. McConnell Family Foundation: Keeping Kids Talking

The J.W. McConnell Family Foundation engages Canadians in building a more innovative, inclusive, sustainable, and resilient society. Back in 2012, the Foundation Board made a decision to support solutions to improve youth mental health and through this, learned about Kids Help Phone. Our online services, including Live Chat, were seen as an innovative way

to make counselling available to young people across Canada.

A three-year investment of \$873,000 was made to strengthen our online technology. The majority of this gift acted as a catalyst that helped to double the capacity of our Live Chat service, and helped us to reduce wait times for service by 62%, ensuring more young people are able to connect with a counsellor. The McConnell Foundation's gift also enabled transformational improvements

THE J.W. McCONNELL FAMILY FOUNDATION

to the underlying technologies that support real-time Live Chat counselling and Ask Us Online web posts, creating a smoother user experience.

As a true partner, the McConnell Foundation has encouraged us to experiment and try new ideas and learn from our successes and failures.

Movember Foundation: Reaching Canada's Young Mo Bros

The Movember Foundation's commitment to helping men lead healthier, happier and longer lives enabled us to reach out to teen guys, ages 14 to 18, with the financial support of our BroTalk program that launched this year.

The Movember Foundation was first known for its focus on prostate and testicular cancer, taking over the month of November to raise awareness and funding, with men growing mustaches. Since then the charitable foundation has blossomed into a global movement, joined by millions of "Mo Bros and Mo Sistas," expanding its focus to

males' health overall, including physical inactivity and mental health issues.

Under the latter category, Kids Help Phone was one of the first charities to secure funding from the Movember Foundation in Canada, in 2013. The three-year, three-million dollar grant enabled us to research how best to address the needs of male teens who often feel bound by societal stereotypes not to speak to others about pressing mental health issues, ranging from sexual problems to suicide and self-harming.

In October 2015, we proudly launched BroTalk, an online support zone for teen guys, loaded with useful resources and tools, as well connections to our counsellors through our Live Chat service.

In 2016, the final year of our Movember Foundation grant, we will continue to add new content to the BroTalk site, launch a BroTalk mobile chat app, reach out to youth and seek further funding partnerships and support.

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



Facebook Canada: Tackling Teen Suicide

Since young people live and breathe social media, both Facebook and Kids Help Phone have looked for ways to help and support them on issues such as bullying, abuse and suicide.

When it comes to self-harm, suicide is the second leading cause of death in Canada. While 7.5% of the calls that come into Kids Help Phone for counselling are suicide related, we also realize that this is something that kids often only talk to one another about, through social media channels such as Facebook.

So we leapt on the chance when approached by Facebook Canada to create Help a Friend in Need, a downloadable guide that provides simple, practical tips to help youth ages 15 to 20 identify potential warning signs in online behaviour that might indicate a friend is thinking of suicide.

The guide was launched on September 10, 2014, on World Suicide Prevention Day, and is available in French and English through the Kids Help Phone website and Facebook's Safety Tools and Resources in its Help Centre. Facebook also includes information on suicide hotlines, guidelines on reporting suicidal content on Facebook and more.



“Canadians spend an increasing amount of their lives online and it’s often where they turn to seek support in times of need,” says Kids Help Phone President and CEO Sharon Wood. “So it is important for us to continuously adapt to technologies, so we can be there for kids, teens and young adults no matter what.”



① Kevin Chan, Head of Public Policy for Facebook Canada, ② Andréanne Dechamps, chief clinical supervisor, ③ Kids Help Phone and television personality and event Emcee Marie-Claude Savard, meet with students from Collège Ville-Marie during the launch of the Help a Friend In Need guide.

By listening closely to youth and incorporating feedback, we have added and extended services, reduced wait times and increased the number of kids helped.

Making an Impact

Over the last year, Kids Help Phone has cemented its status as the essential counselling service for children and youth in Canada, helping them feel less distressed and more hopeful as they continue their journey to adulthood. We did this by listening closely to their evolving needs and tailoring our services and content accordingly.

And while we have made great strides this past year,

we know that more needs to be done, requiring the ongoing support of our donors, partners and volunteers.

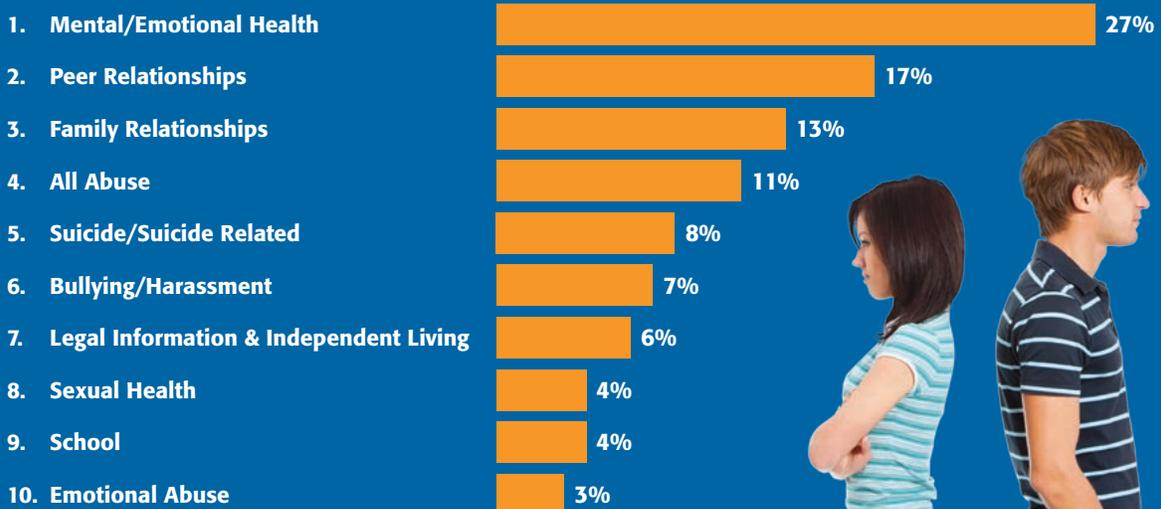
Live Chat In Demand

Live Chat is the service that more and more people are talking about – and through. Launched in 2012, it caters to tech-savvy youth using real-time web chat with our professional counsellors – a message-based service like texting.

In 2014, demand for our online counselling – driven by Live Chat – grew dramatically, by 79% from 2013, or from 22,259 contacts to 34,314. In 2013, counsellors were able to respond to 67% of requests for Live Chats. A year later this number increased to 79%.

A big contributor to our improved response was the addition of eight hours of counselling time per week, which also allowed us to significantly extend our service

Top 10 Reasons for Calling Counsellors in 2014



in the West Coast. The addition of four Vancouver counsellors not only made this extension of service possible, it underlines our commitment to service all regions of the country.

Reduce wait times

Our total counselling sessions with youth – by phone, Live Chat and Ask Us Online increased by 8% from 2013, or from 56,322 contacts in 2013 to 60,798 in 2014. The average time for a counselling call increased 4%, from 17.6 minutes to 18.2 minutes. The majority of calls were also answered in less than 40 seconds.

As far as Live Chat, the wait times to access this service decreased from 39 minutes in 2013 to 18 in 2014. While the improved response means that more kids were served, we need to cut this number further to ensure we can meet all the growing demand.

On average, our staff completed 195 counselling sessions per day through our various channels. Throughout the year, the number of counselling sessions that required crisis intervention was 3,678, a 63% increase from the previous year.

We also delivered on our commitment to ensure ongoing professional development for our counsellors. In 2014, for example, all attended a two-day session on solutions-focused counselling.

Increasing Web Traffic

Visits to the Kids Help Phone websites increased 12%, from 972,760 in 2013 to 1,085,940 in 2014. The rising demand comes at a time that we are adding groundbreaking content responding to urgent youth issues, including sexting, healthy relationships and LGBTQ information.

Since females are five times more likely to contact us for counselling than boys, we launched BroTalk in 2015, with a microsite, app and targeted counselling (see “Helping Teen Guys to Talk,” p. 12).

We also launched Resources Around Me (RAM), a web service helping youth to search for services in their area, including counselling and mental health, sexual health, housing help and more.

Catering to the growing use of mobile technology among kids, we also put the RAM resources on Kids Help Phone’s Always There app. In 2014 this was downloaded 7,149 times, bringing the total number to 14,446.

Top Ten Pages Visited on Kids Help Phone Website

Kidshelpphone.ca

Total Unique Searches	11,773
Games	157
Depression	116
Suicide	103
Careers	71
Sex	70
Stress	70
Volunteer	66
Suicidal help	64
Anxiety	63
Quiz	63

jeunessejeecoute.ca

Total Unique Searches	1,153
Intimidation	27
Vraies couleurs	24
Cyber intimidation	20
Jeux	20
Automutilation	19
Suicide	16
Depression	10
Emploi	10

To stay a leader in helping youth in Canada face the challenges of growing-up every day requires constant self-reflection and unbiased feedback.

How We Are Doing

In the summer of 2014, Kids Help Phone conducted our second major evaluation of our telephone and chat counselling services.

Here are some of the Service Evaluation highlights:

Satisfied with Service

98% of callers would call again

94% of Live Chat users would recommend us to a friend

Positive Effects of Counselling Services

70% had increased hope about dealing with their problem or situation because of counselling services

78% experienced a significant reduction in their distress



The State of Mental Health

47% – Using the Youth Self-Report Tool, an empirically based assessment (Achenbach), 47% of potential chatters scored in clinical range for anxiety

64% scored in the clinical range for mood problems and depressive syndromes

Live Chat – Young people seeking help for mental health or suicide-related challenges are more likely to do so by Live Chat than phone

64% of callers had seen or were currently seeing a counsellor or therapist

Demographics

20% of phone and **36%** of Live Chat service users identified with non-heterosexual orientations

46% of phone and **43%** of Live Chat service users were immigrants or first-generation Canadians

Our volunteers give their time and talent, creating hundreds of thousands of moments in the past year that have helped us improve the well-being of children and youth in Canada.

In the past year, more than 2,000 volunteers logged more than 10,000 hours of work to keep Kids Help Phone moving forward. Among the highlights:

- Our National Youth Advisory Committee, established in 2013, continues to provide us with invaluable feedback and direction, ensuring that youth are always well represented in everything we do and every decision we make.
- In September 2015, we launched our Ambassador Program, aiming to set up Kids Help Phone School Clubs in high schools and raising awareness for our services. With support and resources from Kids Help Phone, teachers and student volunteers work on activities that promote mental and emotional well being by building problem-solving and help-seeking skills.
- To enhance volunteer engagement, we launched our Volunteer Management System in January 2015, allowing us to get to know and engage our volunteers better.

All of our volunteers deserve a shout out for their hard work, engagement and helping hands. But some give above and beyond. The 2014 Volunteers of the Year were selected by an awards committee comprised of individuals from across the entire organization.

Volunteers of the Year

Alberta

Lauren Wierenga (Youth)
Michelle Pitchell (Adult)
Mark Harding & Brienne McKenzie (Group)

Atlantic Provinces

Cst. David Hutchings (Adult)
Kids Help Phone Memorial
University Volunteer Group (Group) –
Jordan Chafe, Samantha O'Brien,
Holly O'Keefe, Chris Singleton &
Catherine Woodford

British Columbia

Marcangelo P. Zanatta (Youth)
Bianca Fusco Zanatta (Adult)
Vancouver Walk Committee (Group) –
Kayla Bordignon, Don Clark,
Rebecca Hales, Andrea Hinck,
Hasan Juma, Wesley Kim,
My Linh Tran, Morgan McElman,
Tim Oliver (Chair), Sharon Parry,
Mariam Riad, Len Robinson,
Aidan Scott, Sharon Wyse Boileau
& Christopher Zizek

Manitoba/Saskatchewan

Nichole Yamchuk (Adult)

Ontario

Cory Anderson (Adult)
Sarnia Walk Committee (Group) –
Kerri Fransham, Linda Glover,
Sarah Macginnis, Sarah McCann,
Daniel Stewart, Dorothy Stewart,
Doug Stewart (Chair) &
Mason Stewart

Quebec

Mara Catalini, Richard Côté &
Cynthia Lemme (Group)

National

David Leblanc (Youth)
Sarah Fisher (Adult)
Melissa Traynor &
Morgan Weatherup (Group)

Congratulations on your achievements and thank you for backing your belief in Kids Help Phone with such passionate commitment.

To support the most successful Walk So Kids Can Talk ever required the participation of 11,000 heroes



There is a heroic movement afoot – communities across Canada are walking in support of Kids Help Phone. Last May, the 14th annual Walk So Kids Can Talk presented by BMO attracted more than 11,000 participants in 45 communities, raising more than \$3.3 million. It is the single largest day of community action for Kids Help Phone.

Our heroes include young people who have reached out for help and now want to

help in return. Families who have experienced their own challenges, and now seek to help other young people. Supporters and partners who have gone one step beyond in their involvement.

Returning the favour

One walker includes Sonja Reid, from Sarnia, ON, who has more than 580,000 subscribers to her straight-talking YouTube channel. Sonja became aware of the local Walk a couple

of weeks before the event and immediately decided to participate and mobilize her followers to support the cause.

“I used Kids Help Phone a couple of times when I was struggling with some stuff,” says Sonja, adding that the Walk is “my way to pay back in some aspect. It’s my way to say thank you for the support you’ve given me.”

Sonja’s original goal was to raise \$2,500 but in less than an hour her followers had



donated more than \$3,000. By the time the Walk rolled around, she was Sarnia's top fundraiser, with \$5,505 pledged.

Proving they walk the talk

Heroism is found in the difference between supporting a cause and truly embracing it. This year's Walk sponsors certainly walked their talk, not only providing much-appreciated funding but also rallying their employees and communities in the effort.

The Walk's presenting partner, BMO, mobilized more than 7,000 employees, family members and friends to participate, raising a record \$1.3 million. One of those employees is Woldymyr "Wally" Jaciuk, the regional vice president of BMO Bank of Montreal in Edmonton, who embraced this year's event with rare gusto.

A great believer in Kids Help Phone and "being out front rather than leading from behind," Jaciuk took the job of rallying BMO staff and the community to the cause. As the volunteer chair of the Walk, he transformed himself into a genuine superhero.

"I would put on my costume and mask and go visit BMO branches to tell our people about the Walk and to get

them involved. That's how it got started," says Jaciuk with a laugh. "But momentum grew. Every morning I found myself putting on that costume, thinking, 'What am I doing? I'm almost 60 years old.'"

His fame spread and soon bank branches were asking him to come visit in costume. Then a local TV morning show asked for an interview and specifically requested that he come in costume.

"I've hung up my costume now," says Jaciuk, who recently retired from BMO and teaches business finance and investment funds in Canada courses part time at McEwan University. "But my family and friends weren't surprised about what I did. Apparently it's in my character. I'm just the kind who likes to go to extremes."

And it is the effort and rallying of family and friends of all participants in the Walk So Kids Can Talk that enables Kids Help Phone to continue and expand its heroic mission of providing young people across the country with hope and support.



To rally Edmonton staff and community to the Walk So Kids Can Talk cause, BMO Bank of Montreal Regional Vice-President Wally Jaciuk donned a superhero costume and reminded others that they could be heroes, too. Going to bank branches and public events, Jaciuk helped to raise a record \$1.3 million.

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, 2014, and the summary consolidated statement of revenue and expenses for the year then ended, and the related note are derived from the audited consolidated financial statements of Kids Help Phone for the year ended December 31, 2014. We expressed a qualified audit opinion on those financial statements in our report dated May 12, 2015.

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, 2014 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, 2014.

Our qualified opinion on the audited financial statements is described in our report dated May 12, 2015, 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, 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 revenue from donations, sponsorships, events and promotions, excess of revenues over expenses, and cash flows from operations for the years ended December 31, 2014 and December 31, 2013, current assets as at December 31, 2014 and December 31, 2013, and fund balances as at December 31, and January 1, for both the 2014 and 2013 years. Our qualified opinion states that, except for the possible effects of the described matter, those consolidated financial statements present fairly, in all material respects, the financial position of Kids Help Phone as at December 31, 2014, 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.

The logo for Deloitte LLP, featuring the word "Deloitte" in a stylized, cursive script followed by "LLP" in a simpler, sans-serif font.

Chartered Professional Accountants, Chartered Accountants
Licensed Public Accountants
May 12, 2015
Toronto, Canada

Summary Consolidated Balance Sheet

as at December 31, 2014	2014	2013
	\$	\$
Assets		
Current		
Cash and short-term investments	6,040,096	6,284,544
Other current assets	414,552	442,030
	6,454,648	6,726,574
Restricted cash and investments	2,753,569	2,631,489
Capital assets	407,252	390,072
	9,615,469	9,748,135
Liabilities		
Current liabilities	3,576,515	4,014,029
Long term liabilities	116,350	61,663
	3,692,865	4,075,692
Fund balances		
Operating fund	3,276,335	3,112,081
Reserve fund	2,600,006	2,500,006
Futures campaign fund	–	9,814
Other externally restricted funds	46,263	50,542
	5,922,604	5,672,443
	9,615,469	9,748,135

Summary Consolidated Statement of Revenue and Expenses

year ended December 31, 2014	2014	2013
	\$	\$
Revenue		
Fundraising and other	11,490,569	11,220,862
Government grants		
Kids Help Phone programs	1,558,916	1,227,743
Good2Talk program	2,950,369	2,334,490
Restricted funds	779	768
	16,000,633	14,783,863
Expenses		
Service delivery costs – Kids Help Phone		
Kids Help Phone	6,998,764	5,222,229
Volunteer engagement	22,177	30,560
Service delivery costs – Good2Talk	2,951,418	2,356,664
	9,972,359	7,609,453
Fundraising		
Direct fundraising costs	1,410,754	1,332,129
All other marketing and fundraising costs	2,330,095	2,651,926
General and administrative	1,665,305	1,531,745
Donor development	236,321	290,018
Amortization of capital assets	133,932	120,016
Interest on obligation under capital leases	1,706	1,722
	15,750,472	13,537,009
Excess of revenue over expenses	250,161	1,246,854

Basis of Presentation

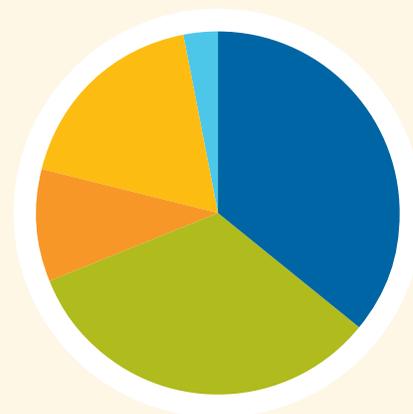
Kids Help Phone has prepared these summary consolidated financial statements to be included as part of its impact report. These summary consolidated financial statements present the same information as the audited financial statements, with the exception of the consolidated statement of changes in fund balances, the consolidated statement of cash flows, the consolidated schedules of expenses and the notes to the audited financial statements. Complete audited financial statements for the year ended December 31, 2014 are available upon request from Kids Help Phone.

Every donation to Kids Help Phone has a direct, measureable impact on young people in Canada. We are only able to deliver our essential service thanks to the generosity of our donors.

Q How does Kids Help Phone earn its revenue?

A Revenue

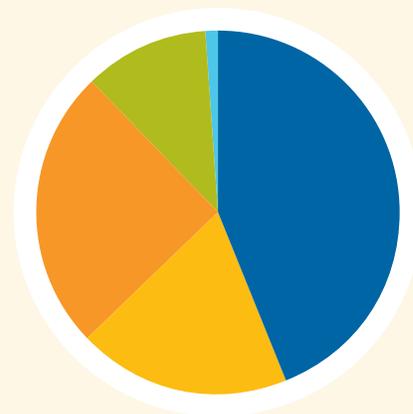
■ Community Events	\$ 5,782,649	(36%)
■ General donations and grants	5,221,862	(33%)
■ Government Grants – Kids Help Phone programs	1,558,916	(10%)
■ Government Grant – Good2Talk* program	2,950,369	(18%)
■ Other	486,837	(3%)
Total revenue	\$ 16,000,633	



Q What are Kids Help Phone's expenses?

A Expenses

■ Service delivery costs – Kids Help Phone programs	\$ 7,020,941	(44%)
■ Service delivery costs – Good2Talk* program	2,951,418	(19%)
■ Fundraising costs	3,977,170	(25%)
■ Administrative costs	1,667,011	(11%)
■ Amortization	133,932	(1%)
Total expenses	\$ 15,750,472	



*Visit www.good2talk.ca for more information.

Q What impact is my donation having?

A Your donation ensures that Kids Help Phone is always there for any young person who needs us – no matter where they are, what time it is or whatever their issue or concern.

We help harness kids' inner strength so they can find the resolve and hope to persevere through even the toughest situations. We do this by:

- developing resiliency, confidence, self-awareness and emotional strengths in kids
- preventing kids from harm, or causing harm, by increasing coping and decision-making skills
- intervening, with consent, to protect kids from harmful situations

Q How do I get more information about Kids Help Phone's financials?

A For more information or to request our audited financial statements, you can visit www.kidshelpphone.ca, call 1.800.268.3062 or email info@kidshelpphone.ca. You can also learn more about Kids Help Phone by visiting www.charityfocus.ca and the CRA website at <http://www.cra-arc.gc.ca/>.

Q How can I can support Kids Help Phone?

A Kids Help Phone is only able to deliver our essential service thanks to the generosity of our donors. Donations are always welcomed online at kidshelpphone.ca or by phone at 1-800-268-3062. There are many ways you can support Kids Help Phone:

- **Join the *Always There Monthly Giving Club*** – as a monthly donor, your gifts provide us with a reliable source of funding to ensure professional counsellors are always available for young people.
- **Make a Commemorative Gift** – make a donation in memory of someone or to commemorate a holiday, birthday, wedding, or other special occasion.
- **Participate in Walk So Kids Can Talk presented by BMO or a local event** – You have the power to change and save lives. Contact your local regional office for our event calendar.
- **Host a Fundraising Event** – Add a fundraising component to your next office social, golf tournament or family dinner party.
- **Engage Your Workplace** – Interested in developing mutually beneficial activities which can motivate employees, your customers and support Kids Help Phone? Reach out to our corporate development team to explore further.
- **Volunteer with Us** – We are powered by everyday by adults and youth across the country who help us spread the word and raise important funds. Call or email – to find out more.

Our leadership brings together a deep well of non-profit, business, legal, financial, public sector and youth issues expertise. Thank you for your hard work and guidance.

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Partner (Retired), Osler Hoskin & Harcourt LLP

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President & Chief Executive Officer

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Vice President, Marketing, Communications & Community Engagement

Marilyn Brown,

Vice President, Revenue Development
(As of May 2015)

Len Gamache,

Vice President, Revenue Development
(until November 2014)

Ted Kaiser,

Vice President, Innovation & Technology

Susan Morris,

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Alisa Simon,

Vice President, Counselling Services & Programs

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Caroline Chatelain

Simon Huang

Menal Huroy

Hina Khan

Joshua Lau

David Leblanc

Winnie Lee

Justin Li

Frieda Rong

Abby Seigal

Mariko Swanick

Andrew Tan

Yaning Tan

Caroline Teigne

Tim To

Every donation to Kids Help Phone makes a difference, whether it funds a single phone call or extends our service hours and reach nationally. Thank you all for your support.

Legacy

Estate of Christopher Crump
Estate of Danielle Sofia Sciarretta
Estate of Gordon Ingram McIntyre

1 million +

Bell Media
Ministry of Education – Ontario
Ministry of Training, Colleges and Universities – Ontario
Movember Foundation
Bell Canada

250,000 +

The Grocery Foundation
BMO
Ontario Ministry of Child & Youth Services
Osler, Hoskin & Harcourt LLP
The J.W. McConnell Family Foundation

100,000 +

Bluenotes
Boston Pizza Foundation
Future Prospects
LoyaltyOne, Co.
Parmalat Canada
RBC Foundation
Shaw Communications Inc.
Sophie Desmarais
Staples Canada

The Fyfe Foundation

The Source

25,000 +

Canada Post Community Foundation
Centre for Addiction and Mental Health
Farm Business Consultants
Help For Children – Prevent and Treat Child Abuse
Kal Tire
Ledcor Group of Companies
Mastercard
Mastermind Toys
MaxWell Realty Inc.
McKesson
Mucho Burrito a division of MTY Group
Nestlé Canada
Ontario Principals' Council
Steve Laut, Lori Egger, Danae & Tristan Laut
Marshalls, a division of TJX Canada
Wallace & Carey Ltd.

5,000 +

#GetInTouchForHutch
587886 Ontario Limited
587887 Ontario Limited
Al Roadburg Foundation
Alliance Atlantis Broadcasting Inc.
Ames Family Foundation

Aon Reed Stenhouse Inc.

Arthur and Audrey Cutten Foundation

Arthur J. E. Child Foundation

Astron Onsite Packaging Ltd.

Axia Net Media Corporation

Bell Aliant

Bill and Susanne Holland

Blue Shed Consulting Inc

Bootlegger

Borden Ladner Gervais LLP

Browning Harvey Limited

Calgary Flames Hockey Club

Canadian Blast Freezers

Cannex

Carolyn Archibald

Carolyn Sifton Foundation Inc.

CBRE Canada

CIBC Children's Foundation

City of St. John's

CKNW Orphan's Fund

cVidya Networks, Inc

Deb Craven

Eagle Professional Resources Inc.

Echo Foundation

EnCana Corporation

Farber Financial Group

Feld Entertainment

Fiberglass Solutions Inc

Frank Techar

Fraternité Des Policiers Et
 Policières De Montréal
 GLENTEL Inc
 Government of Canada
 Graham Munro Charitable
 Foundation
 Greystone Managed Investments Inc.
 GroupM
 Harry Rosen Inc.
 Hockey Canada
 Hunter Family Foundation
 Hutchinson, Thompson,
 Henderson & Mott
 IceCaps Care Foundation
 Johnson Inc.
 Kathryn Kennedy
 Kids Help Phone Staff
 Koffman Kalef LLP
 Kubota Canada Ltd.
 Lions Club
 Lynn Roger
 Lynne A. Riddell
 MacDonald Family Foundation
 at the Oakville Community
 Foundation
 MacMurray Foundation Inc
 Mary Mauti
 Mattel Canada
 Maurice Walsh
 McCarthy Tetrault LLP
 McGregor Young Foundation
 Medavie Blue Cross
 Mental Health Foundation
 of Nova Scotia
 Micco Companies
 Monster Technology
 International Limited
 Mott Electric GP

New Brunswick Police Association
 Norton Rose Fulbright
 Novagold Resources Inc.
 Ontario Secondary School
 Teachers' Federation
 Optimist International Canada
 Original Joes Franchise Group Inc.
 PCI Developments
 PCJ Investment Counsel Ltd.
 Pitblado Foundation
 PricewaterhouseCoopers LLP
 Raymond Chabot Grant Thornton
 Real Program Golf Tournament
 Richter & Associés S.E.N.C.
 Rodeo Jewelers
 Ron G. Rogers
 Royal Bank of Canada
 Russell A. Farrow Limited
 Saskatchewan Federation
 of Police Officers
 Saskatchewan Ministry of Education
 Scotiabank
 Sharon M. Wood
 Silver Wheaton Corp.
 SMITH.co
 Stewart McKelvey
 Stuart & Davidson Orthodontics
 Sun Life Assurance Company
 of Canada
 SYNEX Canada Limited
 TD Securities Underwriting
 Hope Fund
 Tech Mahindra
 Ted and Enid Jansen Fund at the
 Calgary Foundation
 Terracycle Canada ULC
 The Byler Foundation

Did you know?

200%

Young people with no one to
 confide in are 200% more likely
 to experience issues related
 to violence at home, gender
 identity, suicidal thoughts and/
 or experience emotional
 difficulties that could lead to
 more serious emotional and
 mental health problems.

The Cadillac Fairview
 Corporation Limited
 The Co-operators Group Limited
 The M & N Foundation
 The Nova Scotia Government
 & General Employees Union
 The Queen of Angels Academy
 Foundation
 The R K Grant Family Foundation
 The Smiths Falls Tankard 2014 Inc.
 The Walt Disney Company
 The Wolrige Foundation
 Thomas A. DiGiacomo
 Thomas Little
 TD Bank Group
 Unifor Canada
 VersaCold International Corporation
 Vikram Dhaddha
 Wadih M. Fares Family Foundation
 Wax Records
 William and Joyce Sinclair
 William Downe
 Winnipeg Foundation

1,000 +

1008951 Ontario Inc.
20 Vic Management
Accurate Effective Bailiffs Ltd.
Active Fire & Safety Services Ltd.
Air Canada
Francis Allwood
Amdocs Solutions Group
American Eagle
Anglican Church Of Canada
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Aperio CI
Apexmaster Roof Systems Ltd.
Vladimir & Dawn Jane Apostolovski
Applied Consumer & Clinical Evaluations Inc.
Arbor Memorial Services
Arthritis and Injury Care Centre
Atlantic Inc.
Association for Corporate Growth – Toronto Chapter
ATCO Group
Atek Developments
ATS-Andlauer Transportation
Averton Homes
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Douglas Barrett
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BC Brick Supplies Ltd.
Beacon Transit Lines
Alexander P. Beaton
Bel Canto Singers

Agostino Bellissimo
Mirko Bibic
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C17 Group Inc.
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Evelyn Carmichael
Meredith A. Cartwright
John Casey
June Cauthers
Cenovus
Centennial Hotels
CGI
Challenger Motor Freight

Did you know?

98%

of Kids Help Phone callers said they would call again. 94% of Live Chat service users said they would recommend us to a friend.

Chartered Professional Accountants of Ontario
Kirk Chen
CHOM Management (NS) Ltd.
Brian Christianson
Jessica Christof
Terry Chu
Churchill Academy Inc.
Peter & Catherine Clark
B. Dianne Clarke
Clean Harbors Canada, Inc.
Cliff Lede Family Charitable Foundation
CMLS Financial Ltd.
Coal Association of Canada
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 Family and Community Support Services Association of Alberta
 Farm Business Consultants
 Farris, Vaughan, Wills & Murphy LLP
 Paul Farrow and Melissa Rigatti
 Christopher Ferguson

Fernbrook Homes
 Doug Ferris
 Festilight Decor Solutions Ltd.
 Fidelity Investments Canada
 FirstEnergy Capital Corp.
 Fishman Flanz Meland Paquin
 Fondation René Malo
 Fonds De Charité Des Employés De La CUM
 Ford Motor Company
 Forest Hill Elementary Home & School Association
 Four Seasons Insulation Ltd.
 Bill and Betty Lou Fox
 Steve Fox
 Wayne C. Fox
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 Debbie Gallagher
 Charyl Galpin
 CJ Gavise
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 Kim Gernhaelder
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 Global Precast Inc.
 GML Mechanical Ltd
 Gold River Minor Hockey Association
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 Andrew Grant
 Pati and Jeff Greenwood
 Paul and Peggy Gregory
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 Grimshaw Trucking
 George Grossman
 Grosvenor Americas



Group 4 Securicor
 Groupe Park Avenue Inc.
 Halifax Grammar School
 Halifax Optometry Clinic Inc.
 Hamilton Wentworth District School Board
 Lehigh Hanson
 Margaret Hardman
 Ivan Harmatny
 Gerry Harrison
 Haunted Peak Inc.
 John Hays
 HBNG Holborn Group
 Jean-Philippe Hector
 Diane Hessel
 Hogervorst Foundation
 Hopewell
 Hormel Canada Ltd.
 House of Horvath Inc.
 Roque Hsieh
 Richard Hsiung
 Huawei Technologies Canada Co. Ltd.
 Hudson Movers Limited
 Vern and Lynn Hult
 Patrick Laboni
 Dominic Lannuzzi
 Icon Digital Productions Inc.

Impark
Industrial Alliance Insurance
Information Services Corporation of Saskatchewan
Inland Glass & Aluminum Ltd.
Innovapost
Institut Tshakapesh
Investors Group
J.S. Cheng & Partners Inc.
Fiona Jeffery
Maryan Jimaleh
Johnston Group
Jokey Plastics
Jordan's Furniture
Juniper Networks
Kaufman Laramée S.E.N.C.R.L.
Margaret Kelsch
Paul Kennedy
Audrey Kenny
Kerbel Group & Andrin Homes
Kerry Group
Les Kidd
Kincardine Theatre Guild
Kingsway-Lambton United Church
Kiwanis International
Knight Archer Insurance Brokers
Knights of Columbus Head Office
Pam Kootstra
KPMG
Mark Kummer
La Scala Home Cinema + Integrated Media
Gordon S. Lackenbauer
Lavery, de Billy, S.E.N.C.R.L.
John LeDuc
Mylène Leduc
Les Consultants Trafix Inc.

Leslie Potts Medicine Professional Corp
Liberty Development Corporation
Lifetouch Canada Inc
Lily Street Foundation
Llynfi Holdings Ltd.
Kimberly Loader
Logiq3 Corporation
Lohn Foundation
Lowe Roche Advertising Limited
M.O. Productions
Catherine MacLeod
Make Children Better Now
Mia Maki
Manulife Financial
Maritime Beauty Supply
Maritime Marlin (Group) Ltd.
Maritz Canada Inc
Marketing Core Inc.
Michel Marleau
Beverley A. Martin
Shelley Martin
Mazda Canada Inc.
Allison McAfrey
George McClean
McConnell Air Conditioning & Refrigeration Services B.C. Ltd
Tom McCormick
Brian McCrindle
Gerry McDonald
McDonald Family Charitable Foundation
McDonald's Restaurants of Canada Ltd.
Carolyn McGill
McInnes Cooper
Meg Energy
Steven Menkes

Did you know?

9,776

Kids Help Phone counsellors completed 9,776 counselling sessions through our Live Chat service channel in 2014.

Mental Health Commission of Canada
Mercer Human Resource Consulting Ltd.
Daryl L. Merrett
Metro Beauty Supply Ltd.
Mike Bridges Memorial Golf Tournament
Mik Miketon
John C. Miller
Mike Miller
Richard Mills
Tom Milroy
MMM Group Ltd.
Laurie Moen
Moerae Solutions Inc.
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Margaret Morison
Mosaik Homes
Mike & Sandy Moscone
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Miada Neklawi
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Netpak Packaging

New Image Fireplaces Ltd.
 Rodney Neys
 North Waterloo Farmers Mutual
 Insurance Company
 Northwest & Ethical Investments LP
 Linda Nugent
 O.N.Site Construction Inc.
 Helen O’Heare
 OneMethod
 Onni Group
 Onstar Social Stars
 Ontario Council on Articulation
 and Transfer
 Ontario Power Generation
 Tim Orpen
 Kelly O’Shea
 Gilles Ouellette
 Gary Overholt
 Oxford Learning
 P.R. Martin & Associés Inc.
 Dale Paas
 Pacific Blasting and Demolition
 Cathy Page
 John Pao
 Wendy Paquette
 David Patocskai and Lisa Paterson
 PDG Pediatric Dental Group Inc.
 Bob Peake
 Rhonda Pedersen
 Peel District School Board
 Kenneth Pieroway
 Cameron E. Plewes
 Polan & Waski LLC
 Jean Potter
 Ellen and Dennis Powell
 Pro Gym
 Alan Procter
 Provident

Publicis
 Qx Technical Services
 Serge Racette and Louise Peltier
 Raging River Exploration Inc.
 Rawlco Radio Ltd.
 RE/MAX International, Inc
 John Reddon
 Hatty Reisman
 George Rejhon
 Marie-Pierre Renaud
 Respect Group Inc
 Richard Buell Sutton LLP
 Robert Riddell
 Gene Rideout
 Roadpost Inc.
 Gabriel Rodriguez
 Rona Inc./Dick’s Lumber
 R. B. Ross
 Rotary Club of Calgary Centennial
 Rotary International
 Royal Newfoundland Constabulary
 Association
 Richard Rudderham
 John Russo
 Samcon Inc.
 SAS Institute (Canada) Inc.
 SaskTel
 Bill and Linda Saul
 Scan Designs
 Michelle Scott
 Luke Seabrook
 Jean and Lise Séguin
 SeisWare International Inc
 Sentrex Communications
 Services Or LP/SEC
 SGI Canada
 Shannex

Did you know?

195

On average, Kids Help Phone completes 195 counselling sessions per day through our various service channels.

Share Lawyers
 Doran and Annmarie Sharman
 Morneau Shepell
 Shimano Canada Ltd
 Showtime Promotions
 John Silva
 Simcor Plumbing Corp
 Duncan Sinclair
 Brune Sinneave
 Slight Music
 Gino and Lisa Smecca
 Cheryl Smith & Dr Ronald Gall
 Snaidero
 Solmar Management Corp.
 Sonora Foods Ltd.
 Southview Christian Fellowship
 Speight, Van Nostrand & Gibson Ltd.
 Spyglass Resources Corp.
 St. Michael Catholic
 Secondary School
 Sheila and Milton Stahl
 Standard Building Supplies Ltd.
 James and Barbara Stewart
 Norm Streu
 Sue M. Johnson Personal
 Real Estate Corporation

Sysco Food Services
Taggart Parkes Foundation
Garry Tansem
Tata Consultancy Services
Chris Taves
TD Waterhouse Private Client Group Vancouver
TELUS
TeraMach Technologies Inc.
Terrie Dunand Real Estate Professional
Joe Thacker
The Andrew Mahon Foundation
The Coffey Family Foundation
The Effort Trust Company
The Frank and Azniv Lochan Family Foundation
The Jewish Legacy Charitable Foundation
The Lighting Warehouse
The Moller Family Foundation
The Philip Smith Foundation
The Rajiv And Zarine Silgado Foundation
The Royal Canadian Legion
The Shawana Foundation
The Tonglen Foundation
The Zacks Family Foundation
Richard Thibert
Paul Thompson
Thunder Bay Hill City Kinette Club
Wayne Tippet
Betty Tomsett
Toorak Tile & Design Ltd.
Town of Chestermere
Toyota Canada Inc.
Transcontinental
Transport Petit (1997) Inc.
Cherie Treen

Tribute (College Street) Limited
Tridel Corporation
Mr. Eric Tripp and Mrs. Maria Smith
Trisura Guarantee Insurance Company
Frank Tsiribis
Ubisoft Divertissements Inc.
James W. Unger
United Independent Operators Ltd
Nelly van Berlo
Judy van der Veen
Veolia Transdev Québec Inc.
Dwayne Vinck
Vista Parc Limited
Andrew & Lyndal Walker
John H. Watson
Stephen D. Watson
Wawanesa Insurance
Weiscor Construction Services Ltd
Western School District
Westside Elks 592
Westwerk Built-Interiors Inc.
Darryl White
White Raven Enterprises Inc.
Windfields Junior High School
Louise Winton
Bob and Joan Wright
York Region District School Board
Jenny Yuen
Kevin Yuen
Sharon Wyse Boileau & Peter Hrdlitschka
Zurich Canadian Holdings Limited

Did you know?

29.5

The average length of a Kids Help Phone phone counselling session is 18.2 minutes. A Live Chat web counselling session lasts an average of 29.5 minutes

Every effort has been made to recognize individuals, foundations and corporations who have made generous donations between January 1 – December 31, 2014, to support young people across Canada through Kids Help Phone. Please accept our apologies should any errors or omissions have occurred and notify us at 1.800.268.3062.

Kids Help Phone would like to give special thanks to our founding partners:

Bell Canada

BMO Financial Group

Nestlé Canada

Parmalat Canada

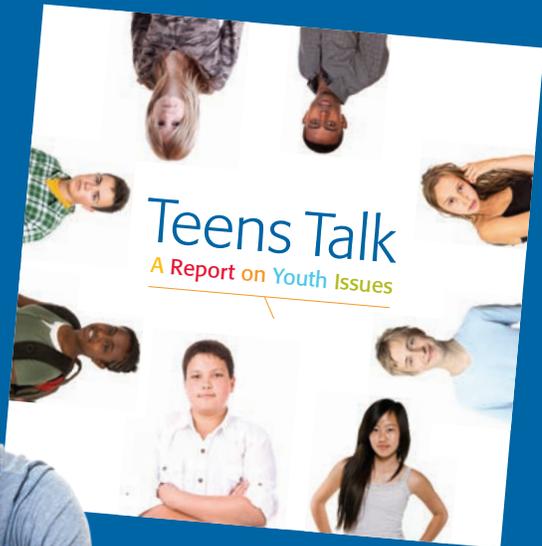
Youth Survey

Teens Talked. We Listened

It's not enough to have an opinion about the issues young people in Canada face. You have to listen, really listen. This is what Kids Help Phone did when we conducted our first national survey, *Teens Talk: A Report on Youth Issues*, in 2015.

The report revealed important regional variations, nuances and insights into what teens experience, including the issues that concern them most, where they seek support and how they like to talk about their problems.

Find more information at kidshelpphone.ca/teentalk



Locations

British Columbia/Yukon

1100-1200 West 73rd Avenue
Vancouver, British Columbia
V6P 6G5
604.267.7057 or 1.877.267.7057
bc@kidshelpphone.ca
yukon@kidshelpphone.ca

Alberta/Northwest Territories

4331 Manhattan Road SE
Calgary, Alberta T2G 4B1
403.476.0385 or 1.866.297.4101
alberta@kidshelpphone.ca
nwt@kidshelpphone.ca

Manitoba/Saskatchewan/ Nunavut

2150 Scarth Street, Suite 120
Regina, Saskatchewan S4P 2H7
306.780.9492 or 1.866.321.4125
saskatchewan@kidshelpphone.ca
manitoba@kidshelpphone.ca
nunavut@kidshelpphone.ca

Québec

5605, av. De Gaspé, bur. 303
Montréal, Québec H2T 2A4
514.273.7007 or 1.866.814.1010
quebec@kidshelpphone.ca

Ontario/National

439 University Avenue, Suite 300
Toronto, Ontario M5G 1Y8
416.586.5437 or 1.800.268.3062
ontario@kidshelpphone.ca
info@kidshelpphone.ca

Atlantic Canada

301-1600 Bedford Highway
Bedford, Nova Scotia B4A 1E8
902.457.4779 or 1.888.470.8880
atlantic@kidshelpphone.ca

KidsHelpPhone.ca
1 800 668 6868

Kids Help Phone

**La version française est aussi disponible.
Contactez-nous au 1-866-814-1010 pour
en savoir plus ou pour commander.**



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