



KIDS HELP PHONE

TM

**Feel
Out
Loud**

2022-2023 Impact Report



Right now, youth in Canada are in crisis – one that affects us all.

At Kids Help Phone, we believe every feeling deserves to be heard. And the colour of your skin or where you live shouldn't dictate whether or not you can access support.

That's why, in March 2023, we publicly launched **Feel Out Loud** – the largest movement for youth mental health ever undertaken in Canada.

With a \$300 million goal to reach all young people in Canada, Feel Out Loud is being fuelled by all of our donors – and being kicked off by transformative gifts of \$15 million from Founding Partners, **Bell Canada** and **BMO** and from youth mental health champions from coast to coast to coast.

2022 was the year that gave root to this historic movement as we emerged from a global pandemic, stronger and more resilient than ever before.

It was a year defined by fearless ambition and unwavering determination to ignite enduring change for the landscape of youth mental health in Canada.

Because of you, a better future for youth mental health in Canada is firmly within reach.

Watch the 2022–2023 Impact Report.

Our \$300 million campaign will galvanize Canada in three key areas around youth mental health: [Clinical Service](#), [Equity Programs](#) and [Innovation](#).



Clinical Service

Give their feelings a place to go

There's no feeling too big or issue too small. Every young person in Canada deserves access to support, when and how they need it most. That's why we're on a mission to deliver clinical service in every corner of Canada.



330 clinicians, 1,500 crisis responders and 100 KHP staff fueling:

3.5 million

Self-directed sessions on **The Gateway to E-Mental Health Services, supported by BMO** (kidshelpphone.ca)

207,837

Professional counselling sessions

179,869

Peer-to-Peer Community interactions (75% increase from 2021)

224,948

Crisis response texting sessions

On average, 75% of young people who contacted Kids Help Phone shared something with us that they've never told anyone else. 85% felt less upset after interacting with us.

Scaling access to services in all communities with transformational support from BMO

In 2022, BMO stepped forward with a transformational \$15 million commitment to ensure every young person in Canada can connect with Kids Help Phone. Fuelling our efforts to scale support to all communities in Canada, BMO's gift will help young people Feel Out Loud – no matter where they live.

Helping young people access support in their local communities

We made significant progress toward integrating **Resources Around Me, supported by The Grocery Foundation**, with Kip, our AI-enabled chat bot – ensuring more young people can receive targeted, community-based referrals to seek ongoing, local support. The largest database of its kind in Canada, Resources Around Me lists more than 15,000 vetted youth mental health resources in communities across Canada.

Advancing Equity

For all youth in Canada

No matter how youth identify, we're innovating to make sure all young people in Canada feel seen and heard – because we know that culturally-relevant support can mean the difference between finding help and living in silent struggle.



Finding Hope: An Indigenous Youth Action Plan

In 2022, we launched three new modules for [Brighter Days: An Indigenous Wellness Program supported by Sun Life](#). The modules – Managing Anxiety, Understanding Abuse and Mental Wellness, and Self-Care – are available to any group of Indigenous youth in Canada.

We hosted the inaugural [Weaving Threads](#) Forum in Toronto, bringing together volunteers committed to helping Indigenous youth connect with the resources they need to thrive. Participants engaged in sessions on skill-building, professional development, mentorship and networking.

RiseUp powered by Kids Help Phone

[RiseUp powered by Kids Help Phone](#), Canada's first and only 24/7 e-mental health service for Black youth, continued to grow in scope and impact, supported by investments from **The Slight Family Foundation**, **Sobeys** and **Tangerine**. Since 2019, the volume of Black youth connecting for support has increased by 125%.

New Journeys

We broke down barriers to language equity with the addition of **100 new languages** to our phone counselling service via interpreter, supported by Immigration, Refugees and Citizenship Canada.



- » plains Cree
- » Russian
- » Severn Ojibwe
- » Pashto
- » Mandarin
- » Dari
- » Ukrainian

These are just a few of the languages young people can now access.

Innovation

Because steady state is not an option

Powering innovation with transformational support from Bell Canada

In 2022, fuelled by a transformational \$15 million commitment from Bell Canada, we made progress toward bringing to life our vision of **The Innovation Centre at Kids Help Phone, supported by Bell**. The Innovation Centre includes a Data Hub and multimodal platform – tools to ensure leading-edge technology is driving our full suite of e-mental health services.

The ground-breaking multimodal platform, called Aselo, will combine call centre technology with AI, Machine Learning and data analytics and will integrate our phone, text and chat services into a single platform, which will connect youth and our front line teams more closely for even better interactions with service users. Aselo, the first of its kind in the world, is on track to launch later this year, and will be the prototype for integrated platforms for crisis helplines across the world.

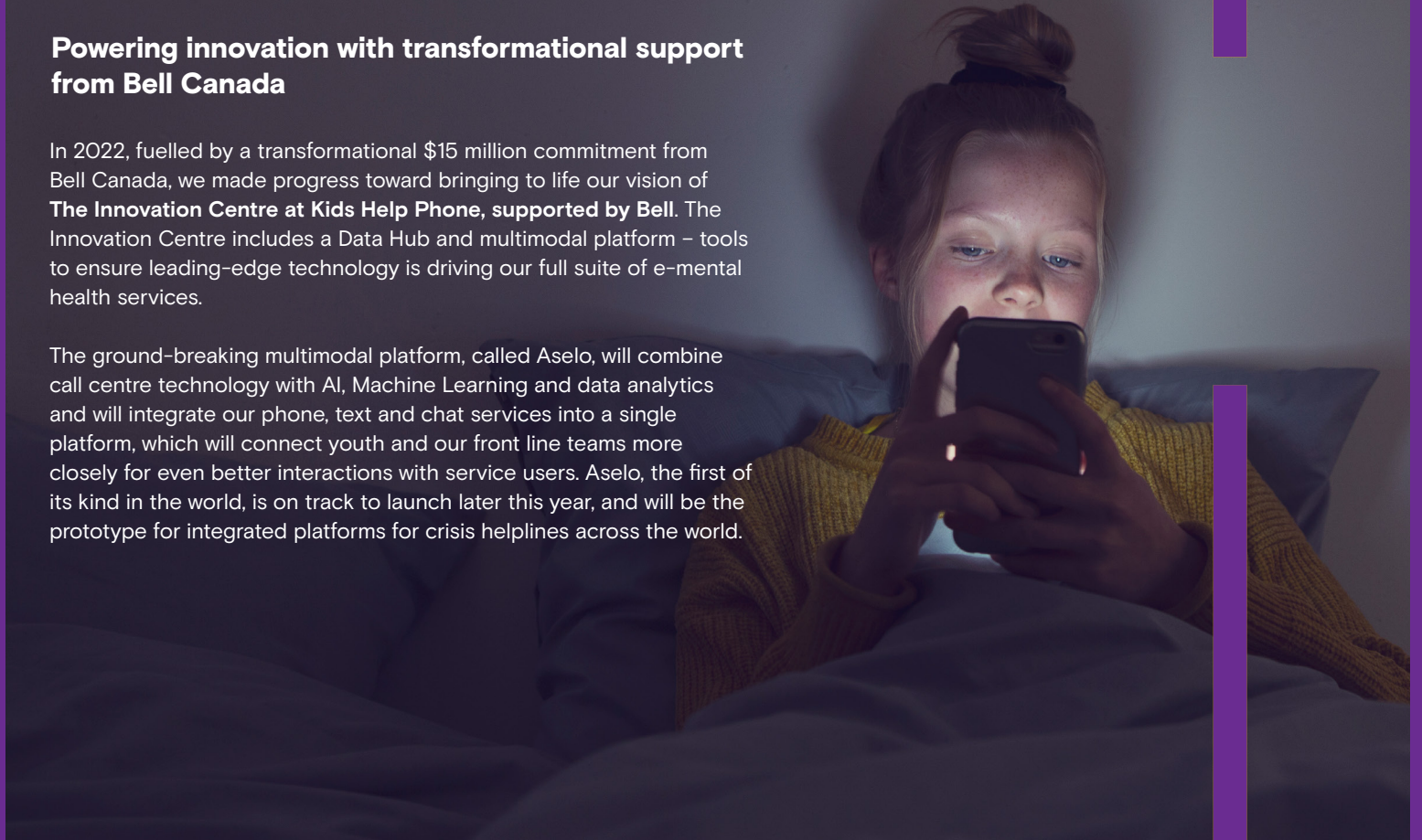
Maximizing data-driven insights to fuel landscape change

To enable more in-depth reporting on our services, we began the process of integrating the Data Hub with the multimodal platform in 2022 by creating a “Data Warehouse” – a resource that consolidates data sources from across our services into one central location.

With the Data Warehouse fully up and running, the Data Hub will allow Kids Help Phone to optimize the scope, quality and value of data-driven insights we’re able to produce about youth mental health in Canada – enabling greater opportunities for collaboration with youth and mental health organizations as well as academic and applied researchers.

Accelerating technology-powered innovation with **The Lang Family Chair in Innovation at Kids Help Phone**

With the generosity of transformational partner The Lang Family Foundation, we established **The Lang Family Chair in Innovation at Kids Help Phone**. This new role will help harness world-leading technology to enhance our e-mental health services – today and into the future.



The power of community to ignite lasting change.

From donating to volunteering to walking, our growing community of youth mental health champions rallied together to let young people know there is a safe place to Feel Out Loud.

2022 – 2023 BMO Walk So Kids Can Talk:

Over **\$6.5 million** raised and counting!

Over **20,000 participants** across Canada!





We are proud to recognize some of Kids Help Phone's largest donors. Please visit [Our Supporters](#) to find out more.

To view our audited financial statements, [click here.](#)



Watch the Feel Out Loud anthem!

A collective of 50+ artists came together to record the anthem, "What I Wouldn't Do (North Star Calling)". Capturing the hearts of kids and adults alike, the anthem racked up 2 million spins and streams after two weeks on the charts!

Thank you to Bob Ezrin, Randy Lennox (Loft Entertainment) and Carrie Mudd (Peacock Alley) for bringing this masterpiece to life. To Serena Ryder and Leela Gilday, who gifted us your songs – we are truly grateful. To every single artist who participated in this anthem – thank you!

We invite you to [watch](#), listen and share.

You can help unlock hope and ignite transformational change for youth mental health in Canada. Visit kidshelpphone.ca to join the movement today.

For more information, please contact:

Aaron Sanderson, MA, FAHP, ACFRE
SVP Advancement & Chief Development Officer
416.435.6070
aaron.sanderson@kidshelpphone.ca

Jenny Yuen
SVP, National Partnerships & Government Relations
416.689.8360
jenny.yuen@kidshelpphone.ca



Thank you.

We are so grateful

2022/2023 were the years that gave root to the Feel Out Loud historic movement as we emerged from a global pandemic, stronger and more resilient than ever before.

It was a year of incredible progress towards a bold new future for youth mental health in Canada with the public launch of Feel Out Loud.

Feel Out Loud is a movement that's galvanizing a nation around the well-being and mental health of the next generation of leaders, dreamers and changemakers; a movement that's unlocking the hope young people need to thrive in their world.

None of this would be possible without Kids Help Phone's powerful community of donors and champions – people who share our beliefs that the future of Canada depends upon us succeeding.

And we are just getting started.

Thank you for being on this incredible journey with all of us. On behalf of the entire Kids Help Phone community, thank you. All of your support and generosity, compassion and care enabled us to be where we are today – and boldly shape the future of KHP.

Thank you!

Katherine Hay
President & CEO, Kids Help Phone

Brian Ross
Chair, Board of Directors, Kids Help Phone
CEO, Jackman Reinvents