



KHP KIDS
HELP
PHONE.

Impact Report

2024 – 2025

@KidsHelpPhone
KidsHelpPhone.ca

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A message from KHP leadership

Every year feels extraordinary for Kids Help Phone (KHP) as we rapidly evolve to meet the ever-changing needs of young people across Canada.

But 2024 was a milestone year. It was the year we turned the page on the first chapter of Feel Out Loud — the largest movement for youth mental health in Canada’s history.

Feel Out Loud rallied people in every corner of the country to unlock the hope young people need to thrive in their world. Since the movement began, more than **61,000 generous supporters** fuelled 25 million service interactions with youth from coast to coast to coast, empowered the launch of transformative new equity programs and cemented KHP’s global leadership at the forefront of e-mental health solutions for young people.

We’re grateful **beyond words** to our entire KHP community — all those who came forward to create a future where every young person has access to the support they need to thrive in their world, no matter where life takes them.



Tracy Sandler, ICD.D
Chair, Board of Directors

Among this community are the **nearly 400 dedicated staff at KHP**, who not only work tirelessly every day and night to deliver the best possible services for youth across the country, but have also generously supported Feel Out Loud. To our colleagues, we extend our deepest and most heartfelt gratitude.

While Feel Out Loud has had a tremendous impact, we’re just getting started. As a 36-year-old start-up, KHP never rests. Not in the face of a persistent youth mental health crisis. Not as the challenges young people experience grow increasingly complex.

It’s for them that we must never stop innovating and evolving. And with you by our side, we will never stop being a place for young people to feel out loud — no matter the issue, no matter the time of day or night.

Creating transformative change is a journey — one we are privileged to be on with you. From all of us: Thank you for being by our side every step of the way.



Katherine Hay, ICD.D
President & Co-CEO,
Retired Designate



Susan Morris, CPA, CA
Interim President & Co-CEO

Transforming the youth mental health landscape: Feel Out Loud

Thanks to your support, Feel Out Loud is the largest movement for youth mental health in Canada's history and we are taking this moment to celebrate!

Feel Out Loud became a rallying cry for people across Canada — bringing together people who believe that youth in Canada deserve access to the supports that are most relevant to them.

Together, we sparked extraordinary change.

Watch this special video celebrating the incredible milestones achieved thanks to your support of Feel Out Loud.

Between 2018 and 2024, **over 61,000 generous supporters contributed to Feel Out Loud** — many for the first time. As our donor community continues to grow, so does our impact!

We extend our deepest gratitude to every donor who supported Feel Out Loud, **including our incredible Founding Partners Bell Canada, BMO Financial Group, Nestlé Canada and Lactalis Canada!** Visit our online [Supporter Listing](#), where we proudly recognize the donors who have generously given \$50,000 or more towards the Feel Out Loud movement.

Between 2018 and 2024, we had 25 million service interactions with youth across the country through phone, text, online messaging and KidsHelpPhone.ca — more than at any other point in our history or any other youth mental health service in Canada.



2018 – 2024 milestones

Powered by the support of our extraordinary donor community, we achieved these milestones and so much more!

Achievements in frontline service:

Launched Canada's first, national, 24/7 **crisis texting** service for young people.

Supported some of our **highest ever annual service volumes**, surpassing 4 million interactions in 2023 and 2024 — an average of over 12,000 interactions every single day.

Launched equity programs:

Finding Hope, KHP's Action Plan for Supporting First Nations, Inuit and Métis Young People.

RiseUp, the first and only e-mental health strategy and action plan for Black youth in Canada.

New Journeys, a strategy dedicated to reaching newcomer and refugee youth.

Artists for Feel Out Loud created an unforgettable anthem

To rally support for Feel Out Loud from coast to coast to coast, more than 50 artists from across Canada came together to record "[What I Wouldn't Do \(North Star Calling\)](#)."

Breakthroughs in innovation:

Launched Kids Help Phone Insights, a first-of-its-kind data platform sharing real time information and learnings about the issues young people are connecting about.

Developed and launched a revolutionary new multimodal platform that brings our phone and chat services together in one place for our frontline staff, enhancing efficiency so they can support more young people.

Launched the KHP Innovation and Applied Research Accelerator for Youth Mental Health ([accelerator^{KHP}](#)), bringing together all of our product design, service innovation and applied research efforts.

Over 100 athletes championed the cause

To build awareness of KHP services, we launched [Athletes for Feel Out Loud](#). Top athletes and organizations from across Canada promoted KHP's texting number, 686868.

Your impact in 2024

From equity to innovation, new access points to groundbreaking research, your generosity powered major progress in 2024 for the youth mental health landscape in Canada. We are incredibly proud to share a look at all you made possible last year.

4.3M

In 2024, we supported young people 4.3 million times.

+ anxiety

+ stress

+ suicide

The top issues young people connected with us about were anxiety/stress and suicide.

75%

75% of young people contacting KHP shared something they've never told anyone before.

46%

46% of young people who reached out to KHP self-identified as 2SLGBTQ+, underscoring our role as a safe space for youth.

140%

Over the last four years, the number of youth aged 13 and under who have contacted KHP about suicide has more than doubled, increasing by 140% since 2021.

In 2024, we connected with 17,212 young people to create a safety plan (a tool to navigate through a crisis). This helps young people build self-management strategies and mental health resiliency and lessens the demand on clinical healthcare facilities.

Breaking down barriers

It's a truth we encounter every day: Black, Indigenous and Newcomer youth often have a higher demand for mental health support. But they're also significantly less likely to be able to access support — a reality deeply rooted in systemic inequities. We're here to help close the gap. Here's how you helped KHP make a difference for young people from equity-deserving communities last year.

“Thank you so much for helping me today. You have helped me cope much better than when I first started. I'm extremely grateful that you have changed my life.”

— Black youth contacting Kids Help Phone

to mental health equity

“[My crisis responder] helped me a lot. I got to feel free with how I spoke and like I never had to hide anything with them. It was a great experience.”

— Young person contacting Kids Help Phone

RiseUp

In 2025, we're marking four incredible years of impact through RiseUp powered by Kids Help Phone — Canada's first and only e-mental health strategy for Black youth. With the generous support of **The Slaight Family Foundation**, we've seen an increasing number of Black youth contacting KHP for support. In fact, between 2019-2024, we've seen a 78% increase.

To deepen our outreach efforts, in 2024 we engaged with **115 Black-led and Black youth-centred organizations** to share information about KHP and RiseUp, reaching Black youth in communities across the country to let them know KHP is here for them.

Hear **Tyjongdah Kerr — Chair of KHP's Black Advisory Council** — speak about how support for Black youth starts with representation and community.

Black youth accessed KHP at almost double their proportion of the Canadian population in 2024. Of those, 41% were from rural areas (less than 100k residents) where local mental health resources are limited.



Finding Hope

In 2024, we continued to build on the success of Finding Hope: Kids Help Phone's Action Plan for First Nations, Inuit and Métis Young People, originally launched in 2019 and renewed in 2023 with six ambitious new goals.

Through targeted outreach strategies, new partnerships and awareness-raising initiatives, the addition of Indigenous languages to our services and more, **we reached over 411,000 Indigenous youth in 2024 through outreach packages — more than double our original goal for the year.** We're grateful to lead donors like **Sun Life** and the **Ashling Foundation** for their transformational support of this vital work.

The number of Indigenous youth connecting for support has tripled since the launch of Finding Hope.

81% of Indigenous youth said they felt less upset after their conversation with KHP.

New Journeys

In 2023, we launched New Journeys — an action plan dedicated to helping newcomer youth access the mental health support they need to thrive as they settle into their new lives in Canada. Built on recommendations from newcomer youth and communities, the action plan includes three goals and 20 specific actions to unlock hope for every young newcomer.

Since then, KHP has experienced a **10% increase** in the number of newcomers contacting us about suicide, illustrating the severity of the challenges experienced by this population of young people, and their growing trust in KHP.

In 2024, 86% of newcomer youth said they found their conversation with KHP helpful.

Meeting

Reaching young people in every corner of Canada means meeting them where they often are: online.

In 2024, the Gateway to E-Mental Health Solutions at Kids Help Phone, supported by BMO, had more than three million visits from young people across Canada.

young people

Launching online messaging

In 2024, we introduced an online messaging access point to advance our goal of creating a barrier-free service that meets young people where they are. Online messaging is particularly impactful for young people in rural regions who may have unpredictable cell phone service or limited access to phones. The interactions from online messaging contributed 17% to the overall texting volume with young people across Canada in 2024.

Young people contacted KHP by text 210,458 times in 2024.

Helping young people learn about and cope with current events

With so much happening around the world, many young people are struggling to cope with the constant cycle of upsetting or worrying news. To help young people navigate current events with their wellness in mind, we created a page dedicated to mental health resources for current events at [KidsHelpPhone.ca](https://www.kidshelpphone.ca).

Youth can access topic-specific resources that offer ways to cope and get support in response to a wide range of current events and trends — including anxiety about war and conflict and much more.

“Knowing that kids can contact Kids Help Phone makes me feel like I always have someone out there who’s willing to help me.”
— Young person interviewed in “Real kids talk about navigating bullying”



where they are

In 2024, KHP partnered with organizations, artists and young people to expand our reach:

We launched a major awareness campaign for Black youth in collaboration with Wattpad and young adult author Fallon DeMornay.

[Read the original story “The Weight of a Heartbeat” here!](#)

We were thrilled to partner with the Bob Rumball Canadian Centre of Excellence for the Deaf to create a series of videos in American Sign Language and Langue des signes québécoise.

[Watch them here!](#)

To help kids understand how to recognize and cope with common issues impacting their mental health, we published 16 new videos (8 English, 8 French) in our “Real Kids Talk” series.

[View the full series here!](#)

Fearlessly

We're disrupting the status quo to create a future where every young person in Canada has access to the mental health support they need to thrive. With the support of donors like **The Lang Family Foundation**, we continue to make historic progress toward an equitable, barrier-free youth mental health landscape through the power of innovation.

In 2024, we launched **accelerator^{KHP}** (KHP Innovation and Applied Research Accelerator for Youth Mental Health), at Elevate Festival — one of North America's largest tech conferences — and globally in 2025 alongside the World Economic Forum in Davos-Klosters, Switzerland.

accelerator^{KHP} is powered by three pillars, harnessing the strength of our data, innovation, research and partnerships:



The Innovation Centre at Kids Help Phone, supported by Bell

Transformational product design and service innovation with multisectoral partners.

Data Hub

The most unique dataset of its kind in Canada with approximately 50 million data points in the voices of youth.

Applied Research

Answering the fundamental questions we worry about and the issues that matter.

Exciting real-time projects are already emerging from accelerator^{KHP}, driving innovation and transforming ideas into impactful solutions:

Mapping service deserts

Young people in rural or remote areas often face extremely limited access to mental health services. We're working to change that by mapping "service deserts" in Canada: areas where there is a need for services but limited accessibility. We've mapped Nova Scotia, and with the support of generous donors like the **John E. Irving Family (Isles Foundation)** and the **Hunter Family Foundation**, we are now mapping the rest of Atlantic Canada and Alberta.

This work will help us target our outreach efforts and advocate for improved services with governments and policymakers.

In 2024, 55% of young people who contacted Kids Help Phone's texting service lived in rural communities.

accelerator^{KHP}

Harnessing social media to supercharge our trendspotting capabilities

In 2024, we launched a first-of-its-kind project to analyze data from social media platforms so we can better identify youth mental health trends. This allows us to examine public conversations happening in real time among all young people on social media, not just those accessing services through KHP — providing a holistic view of topics that concern young people.

Supported by **Levio**, this project will directly support data-driven decisions about our programs, services and content.

Reimagining Resources Around Me (RAM)

With over 43,000 resources listed, KHP's Resources Around Me, supported by **The Grocery Foundation**, is the most comprehensive list of clinically vetted, youth-focused resources in the country. To keep pace with rapidly evolving technologies, we launched RAM 2.0 in 2024 — an updated version of this vital service built with the ever-changing needs of young people top-of-mind.

We've also made the tool available to other youth-serving organizations across the country at no cost, helping even more youth across Canada find the support they need. Organizations can embed RAM 2.0 directly into their own websites with the use of a special widget, ensuring the youth they serve can access help more efficiently.

Last year, RAM had over 125,000 visits and helped thousands of young people find and connect with services nearest to them.

Leading the way

As an innovator and change-maker, KHP has a growing presence on the national and international stage as a sought-after thought leader and valued collaborator on youth mental health:

KHP was featured prominently in the Government of Canada's 2024/2025 budget as a dedicated line item with a full write-up — the only mental health organization referenced — and receiving \$7.5 million over three years to support our vital services. This recognition underscores KHP's crucial role in Canada and as a trusted government partner.

In 2024 and 2025, KHP led conversations on youth mental health, and exchanged ideas and learnings from our model to help strengthen e-mental health services globally — including alongside the World Economic Forum's annual meeting in Davos-Klosters, Switzerland, and the Digital Mental Health International Congress in Ottawa.

We shared KHP's unique data, insights and clinical recommendations with the research community at large — including our first paper, in collaboration with the **Vector Institute**, entitled "FAIR: Building Toward A Conversational AI Agent Assistant for Youth Mental Health Service Provision," published in npj Digital Medicine, a peer-reviewed, open-access journal published under Springer Nature, the leading global science journal publisher worldwide.

[Download the research paper here!](#)

Advocating from the youth perspective, KHP frequently collaborates with our **National Youth Council (NYC)** to ensure young people's perspectives shape our work. Members from the NYC attended two major events in September 2024 — the One Young World Summit in Montreal and the e-Mental Health International Collaborative Congress in Ottawa. They met with e-mental health leaders and participated in panel discussions exploring the power of technology to ignite a more equitable future for e-mental health resources in Canada.

We contributed our research to the most in-depth research paper and analysis on youth mental health in years. Commissioned by **Bell Let's Talk**, "A Generation at Risk: The State of Youth Mental Health in Canada" highlights the alarming decline of mental health among young people between the ages of 15 and 24. This paper will play a crucial role in validating and advocating for improved policies in the youth mental health sector in the years ahead.

“It truly felt like a once in a lifetime experience that left me inspired and so proud of our journey ahead... I'm so excited for all of us to embark on our journeys and create impactful changes our society needs!”

— KHP Youth Ambassador at the 2024 One Young World Summit

You Walked So Kids Can Talk

Since 2002, thousands of young people and adults have come together in communities across Canada and virtually to walk, run and support youth mental health at the annual **BMO Walk So Kids Can Talk**.

From Vancouver to St. John's, you have helped raise over \$24 million since the start of the Feel Out Loud movement in 2018. We are grateful beyond words for the incredible generosity, commitment and enthusiasm of everyone in our Walk community — participants, donors, sponsors, volunteers and staff alike.

Thank you for helping to create a world where every young person is empowered to feel out loud!



2024

\$3.7M raised from 12,643 participants

2025

Almost \$4M raised from over 13,500 participants — the highest number of participants in Walk history!



Celebrating Our
Very Own Kathy Hay

A fierce advocate for youth

In March 2025, the Government of Canada announced Katherine (Kathy) Hay's appointment to the Senate of Canada — a tremendous honour that means her role as President & CEO of KHP is shifting in the months ahead. We are taking this opportunity to celebrate Kathy's transformational impact on KHP and the millions of young people we serve across Canada.

In 2017, Kathy stepped into what she calls "the most important job of her life" as President & CEO of KHP. Since that time, KHP's impact has grown exponentially in response to the urgent mental health crisis facing young people nationwide. Under her leadership, Kathy advanced KHP from a youth mental health charity to an innovative, data-driven, technology-based charity with a laser-sharp focus on youth mental health. This shift unlocked an entirely new way of working, enabling a different approach to our virtual frontlines, new points of access and equity programs, and sustainable funding models. In her words: "Steady state is not an option."

When the COVID-19 pandemic swept the globe, Kathy mobilized the team with a steady hand while leading unprecedented growth. Her tireless commitment to the young people of Canada ensured KHP remained available 24/7 even in the face of immense challenge. Service was not interrupted — not even for a minute. In fact, KHP saw a 250% increase in phone interactions from 2019 to 2022 during the height of the pandemic. Thanks to its commitment and focus on innovation, KHP was able to quickly respond and scale to meet this surging demand. Today, KHP has supported young people across this country over 22 million times since 2020, a powerful testament to Kathy's dedication and vision.

Under her tenure, Kathy also led the launch of Canada's first 24/7 texting service for young people in 2018. As an unwavering champion of social justice and equity, she supported the creation of dedicated strategies to reach Indigenous, Black and Newcomer youth from coast to coast. Kathy also led KHP's Feel Out Loud movement, the largest of its kind for youth mental health in Canada's history. Kathy is a firm believer in taking care of KHP's most valuable asset — its people — which drove the launch of the YOU MATTER employee well-being and experience program and the introduction of the first-ever pension for KHP employees. Most recently, she oversaw the launch of accelerator^{KHP} — the pathway to the next evolution of KHP and youth mental health in Canada by driving scalable solutions for complex mental health issues, amplifying youth voices and fostering global partnerships.

In addition to her inspired leadership, Kathy is a generous major and legacy giving donor to KHP and a passionate community volunteer. She has won numerous awards in recognition of her exceptional contributions to the non-profit sector, including the King Charles III Coronation Medal. She is also a mother of two, a devoted grandmother, a world traveller and an athlete.

In her new role with the Senate of Canada, Kathy will continue to champion youth mental health and advocate for a more equitable health services sector for everyone.

Kathy's work has always been and always will be anchored by her values, felt through every corner of KHP. She has led KHP with kindness, courage, grit and determination. The impact and legacy of Kathy's leadership is now part of the very fabric of KHP.

Kathy, on behalf of the people of KHP who love you — thank you for everything and best of luck in your exciting new chapter!

“**Leading KHP over the past eight years and serving the young people of Canada has been the privilege of my life.**

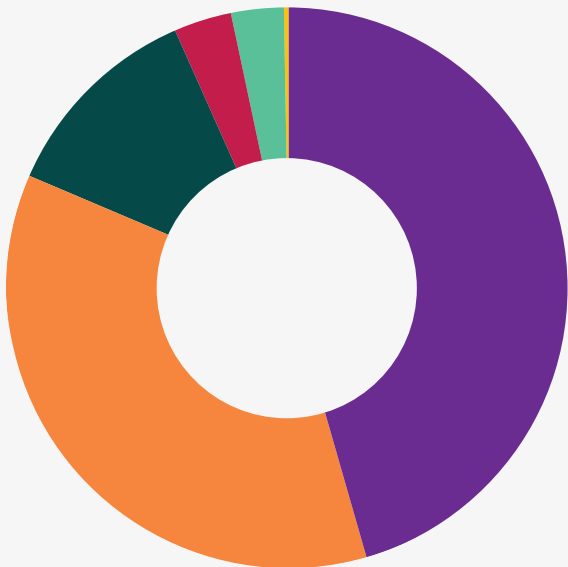
I believe that Kids Help Phone is THE systems solution for today and for the future and as I step forward into my new role with the Senate of Canada, I will remain a committed donor and fierce advocate for a better, bolder future for youth mental health in this country.

To the young people of Canada—I will not let you down.”

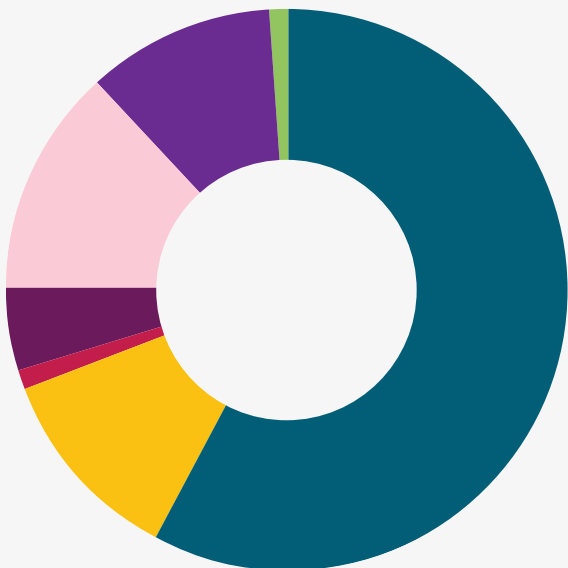
— The Honourable, Katherine Hay, Senate of Canada and President & Co-CEO, Retired Designate, KHP

Financial snapshot

Revenues		\$
Government Grants		22,508,625
General Donations and Grants		17,733,551
Events		5,893,984
Unrealized Gain on Investments		1,648,964
Investment Income		1,427,921
Other		123,038
Total Revenues		49,336,083



Expenses		\$
Clinical Service Delivery		27,488,569
Good2Talk		5,414,605
Clinical Services Future Fund		430,857
accelerator ^{KHP}		2,324,989
Fundraising		6,179,325
General and Administrative		5,126,076
Amortization of Capital Assets		437,930
Total Revenues		47,402,351



Excess of revenue over expenses 1,933,732

Thank you

None of our work would be possible without you. No matter how you're involved with KHP — as a donor, volunteer, staff member or champion (or maybe all four!) — you are part of a historic movement to revolutionize youth mental health supports in Canada.

Thank you for being part of Feel Out Loud and helping to unlock the power and potential of every young person in this country.

Our work is not done — and remains more critical than ever. We invite you to stay tuned for what's next as we continue to evolve to meet the needs of young people — today and for generations to come.



Fulfilling our promise

Purpose

Kids Help Phone unlocks the hope young people need to thrive in their world.

Promise

For the youth of Canada who, like us, believe everyone deserves to Feel Out Loud, Kids Help Phone is the ‘Unlock The Hope’ Youth Charity, the Empowering, Trusted Changemaker, that delivers a personalized well-being experience for all youth, so they can thrive in their world, no matter where life takes them.

Our Values

We are, and believe in being: courageous, collaborative, innovative, resilient and trustworthy.