



KidsHelpPhone.ca  
1 800 668 6868

Kids Help Phone

CARING  
— *for the* —  
FUTURE

2012

# IMPACT

REPORT



Kids Help Phone is a Canadian and world leader, known for our expertise in providing vital, innovative counselling services to children and youth. Our service is a lifeline available around-the-clock to the 6.5 million young people in Canada between the ages of five and 20, accessible from urban, rural and remote communities, online and by phone, in English and in French. We are well-known and respected as the only national service providing youth across Canada with free professional counselling on an anonymous and confidential basis. Our award-winning websites are considered a model of child-focused interactive design, and offer counselling, information, and tools to encourage resilience and self-care.

Since 1989, we have supported the mental health and well-being of millions of youth in Canada and become an essential part of the continuum of mental health care for young people. Research proves that our counselling is highly effective, leading to statistically significant changes in crucial clinical indicators.

A community-based national charity, Kids Help Phone receives no guaranteed ongoing financial support from government or any large funder and relies on community and corporate support to keep its essential service available.

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# WE BELIEVE

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## Service Values

- > All young people have the right to be heard and to access resources that will allow them to develop to their full potential.
- > Our counsellors must be paid professionals who meet the highest possible academic and professional standards.
- > It is important that we pioneer new ways to use the ever-evolving changes in communications technology.
- > It is important that we contribute to the awareness and public dialogues on children's issues and to the development of policies and practices that improve the well-being of children in Canada.



- > The passion and commitment of our volunteers is fundamental to the success of our fundraising and awareness programs and that each volunteer has the right to choose how they will use their time and expertise to support our activities. We adhere to Volunteer Canada's Canadian Code for Volunteer Involvement.
- > Young people have the right to contribute to the well-being of their own generation by volunteering their time and energy to our awareness and fundraising activities.

## Organizational Values

- > It is important that we maintain the innovative, entrepreneurial and exploratory spirit that our founders had when they started the organization in 1989.
- > Our fundraising practices and programs must reflect the highest standards of ethics, openness and honesty and that all funds raised must be used responsibly in the furtherance of our mission and vision. We adhere to Imagine Canada's ethical fundraising and financial accountability code.
- > Our staff have the right to have the opportunity to develop their skills, to be treated fairly, to be recognized for their accomplishments and to be stimulated to approach their work with passion and commitment.
- > Our staff is responsible for the successful operation of the organization and the Board is responsible for our long-term direction and the achievement of our mission.

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# THANK YOU

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## A letter from the Board Chair and President and CEO

September 1, 2013

Dear Kids Help Phone Community,

Young people today live in challenging times, and face many obstacles growing up. They tell us their deepest secrets, and come to us looking for hope, help, and a new perspective. Sometimes they even come to us saying things like “I’m not worth it” or “I just don’t think I can take it anymore.” It’s hard to imagine what a child might be going through to say something like this, and yet many do.

We are one of the foremost counselling services in the world for young people, and one of the few where our counsellors are professionals, not volunteers. Your support makes this possible. Our counsellors work to young people’s strengths, offer support and suggestions, and help them to find their own solutions. In short, they care. We’ve cared about millions of young people across several generations since 1989, and sometimes they come back to us saying things like “Thank you. Your support made a difference. You made a difference in **my** life, and for that I’ll always be grateful.”

In this report, you will find many examples of how your support has changed a child’s

life. You’ll also learn about some exciting new research that shows Kids Help Phone significantly improves youth mental health across key clinical indicators. You’ll be introduced to some of the many local heroes in the Kids Help Phone community, who do amazing work to raise awareness and support for young people’s mental health and well-being. You’ll find out about some of our most notable developments in 2012, from service innovations such as our Live Chat counselling pilot or the Always There mobile app to the expert testimony we gave in a precedent-setting Supreme Court cyberbullying case – the first ruling by a high court on the subject anywhere in the world. And you’ll learn how we plan to be there for them in the future, thanks to our exciting new Strategic Plan.

We couldn’t do any of this without you. Because YOU care, we are able to care, offering young people a lifeline, whenever, wherever, and however they need it. On behalf of the 6.5 million young people in Canada you are there for, thank you!



**Kerry Arbour**  
Chair, Board of  
Directors



**Sharon Wood**  
President and CEO



# CARING

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# TODAY



“

Everything is too much. So many of my friends are having issues and I don't know how to help them. I learned the other day a girl in my class has had MAJOR issues and I'm just scared. I have my own issues but I make myself more upset because my friends are having issues that matter. Mine are stupid. I shouldn't be upset. I want to help but I can't. I don't want them to be in pain, I don't want to see them in pain. I can see it in their eyes. The moments when they zone out like I do. Nothing is right anymore. I just keep seeing the world as a dark place now. It's hard to see the light anymore.”

Young person posting on [kidshelpphone.ca](https://www.kidshelpphone.ca)





## Why kids need us

The world is becoming increasingly complex for kids. We've all seen the headlines, and know that the issues facing young people – demographic and economic shifts, poverty and inequality, competition, pressures, the prevalence of bullying and aggression, global trends for mental health, and the many other trials of daily life – are not going to be resolved anytime soon. As our world becomes more challenging, the need to support young people grows more pressing.

Since our professional counsellors talk to kids every day, we really do know what's on their minds. It's clear that today's young people all deal with a complex array of issues and concerns.

## WHY YOUNG PEOPLE REACH OUT TO US: (REAL SITUATIONS, FROM REAL KIDS)

- > A young man who is Aboriginal called saying he planned to end his life that night. He said he'd lost a friend to suicide a while ago, adding that he had seen too many painful things for someone his age.
- > A high school student who was feeling anxious contacted us about going to college the following year. He was scared about large class sizes and how he would make new friends, adding that he was very shy.
- > An 11-year-old wrote to us to say "I am bullied. I don't know why. I guess they do it for the fun of it. Anyway I have put up with it for 5 years and I'm tired of life....."
- > A girl told us her parents had been fighting every night, smashing dishes and yelling at each other. It had upset her so much that she took it out on her three best friends, who had started ignoring her in response. "I'm under so much pressure and I just don't know what I should do to show them that I'm really sorry for what I did..." she said.
- > A 14-year-old boy was feeling really self-conscious because most of the boys in his class were a lot taller and weighed a lot more than he did. He asked "should I be concerned about me being this small or is it that I'm just not growing at the same rate as all the other boys and I'm a bit late on puberty. Please help!"

**Whether they reach out to us once or many times, whether (or not) they have other support from friends and adults in their lives, whether they are dealing with problems big or small... when they need a trusted resource to reach out to, Kids Help Phone is there. Always.**



# Why kids need support

BY THE NUMBERS



Number of young people in grade 6 who say they often feel lonely or left out:

# 1 in 5

(And 1 in 6 girls in grade 10 say they do not have confidence in themselves.)

**Canadian teachers who feel bullying and violence are serious problems in public schools** **86%**



# 51%

University students who said in a study that they had felt “things were hopeless” in the past 12 months (7% admitted they’d seriously considered suicide)

## 1.2 million

Number of children and youth in Canada affected by mental disorders each year

## \$200 billion

Estimated lifetime economic cost of childhood mental health disorders in Canada

## \$7

Amount of health cost savings to taxpayers that results from every \$1 spent on mental health and addiction diagnosis and treatment



# 3rd

# highest

Ranking of Canada’s youth suicide rate among all other countries in the industrialized world:

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# SUPPORT

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“

Thank you Kids Help Phone counsellors! Lately I have depended on this site... a lot! Every time I post a message I always smile at the kind and well thought out response! Thank you for always being there not only for me but all the other kids! It really means a lot to know somebody cares Have a Great day! THANK YOU!”

Young person posting on [kidshelpphone.ca](https://www.kidshelpphone.ca)

Support is the very heart of what we do. Thanks to the support of our generous donors, Kids Help Phone is fully “there” for each young person – anonymously, without judgement, for as long as it takes, 24 hours a day, every day of the year. Tens of thousands of young people connect with [kidshelpphone.ca](http://kidshelpphone.ca) and our professional counsellors every week, and the support they receive helps them find their own solutions and build self-esteem, self-awareness, and social and emotional skills that will be with them for life.



One young person at a time, we are supporting kids as they build better lives, and in the process, stronger, healthier, and more caring communities.



# A broad service

Kids Help Phone is a holistic service. We recognize that no “one size fits all” approach works for every kid every time. We invite young people to engage with us in a variety of ways (called counselling modalities) based on what works best for them in the moment. They often discover us through circuitous routes. We give them as many doors as possible – and they make use of them.



## Examples of the many routes young people might take to engage with us

### ONE MODALITY LEADING TO ANOTHER

Teen girl, 16, struggling with self-harm, reaches out by web post.

She finds the counsellor’s written reply supportive. It gives her hope.

The counsellor tells her about another way to receive help from Kids Help Phone, by phone.

Feeling confident from the service she has already received, she calls a few days later.

### A RETURNING CLIENT GETS STRONGER OVER TIME

Young boy, age 12, dealing with thoughts of suicide, calls Kids Help Phone.

After speaking with a counsellor, the thoughts subside. He is safe that night.

He calls several times over a number of years for help with similar thoughts.

By 16, he has learned to call well before they become overpowering.

Eventually, he accepts a counsellor’s offer to connect him with a local agency and is diagnosed and treated for bipolar disorder.

### PARENT HELPS A CHILD OPEN THE DOOR

An eight-year-old girl and her mother call Kids Help Phone together to ask a question about bullying.

Both feel better and receive helpful information.

The mother helps her daughter to program 1-800-668-6868 into her phone.

The girl calls by herself many times in the future, to discuss a variety of different questions as she grows up.

## STARTING WITH ONE CONCERN AND DISCLOSING ANOTHER

A ten-year-old boy starts a chat session to ask about a fight he just had with a friend.

Feeling safe, he suddenly chooses to disclose that he is being sexually abused by a relative... and more abuse is imminent.

The counsellor organizes a 3-way call to help him get immediate assistance from child protection services in his area.

## WORD OF MOUTH, FROM CHILD TO CHILD

A teen girl, 17, is texting with her 15-year-old cousin who lives far away in a different province.

The younger girl learns about Kids Help Phone from her cousin.

She has been feeling a lot of anxiety lately, and reaches out to Kids Help Phone for help.

When she hears a friend at school talking about a problem he's having, she tells him about Kids Help Phone.

He in turn tells a friend at *another* school about Kids Help Phone, when that friend has a problem.

## EXPLORING THE SERVICE, LITTLE BY LITTLE

A young boy, age 8, on a popular kids' web community, notices an ad for an online game.

He clicks and ends up on [kidshelpphone.ca](http://kidshelpphone.ca) playing Worry Rockets. He loves the game and goes back to it every day.

Eventually he explores some of the website's Info Booth topics and learns some tips for dealing with pressure.

A few years later, when he feels lost and hopeless dealing with a family situation, he uses Live Chat to speak to a counsellor for the first time.



# Our counselling modalities

Why do we have many ways for young people to engage with us? Each modality has its own advantages, meeting kids' needs at different times and for different reasons...

| Modality | What it is | Why kids use it |
|----------|------------|-----------------|
|----------|------------|-----------------|

## Live Chat



Real-time chat counselling via smartphone or computer.

*(limited service: evenings, Thursday to Sunday)*

- > Perceive the service as particularly anonymous
- > Dealing with serious issues, and feel too scared or uncomfortable to call
- > No privacy to call, but need immediate support

## Phone Counselling



A toll-free national phone line operating 24/7.

- > Like the personal connection to a counsellor
- > Convenience, particularly in an urgent situation
- > Don't like writing/typing or don't have access to the Internet
- > Only service available in a remote community

## Ask Us Online



Young people post a question on kidshelpphone.ca and receive a written reply from a professional counsellor

- > Too nervous to call
- > Do not have privacy to speak by phone
- > Like to express themselves or work through a problem in writing
- > Like to refer back to a counsellor's response

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## Info Booth

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An online library of clinically vetted information on a wide variety of topics.

- > Looking for a trusted source of information, written just for them
- > A way to explore a problem or learn on their own

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## Virtual Support Community

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An online repository of posts from other young people, and corresponding counsellors' replies, organized by topic.

- > Want to see if other kids experience similar thoughts, feelings, or problems and learn from their experiences
- > A way to feel less alone with a problem

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## Interactive Tools

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Engaging online games such as Mood Marbles and tools such as the Always There app and the Bullying Safety Planner.

- > Fun and stress relief
- > A way to practice self-care
- > Often the first Kids Help Phone service a child uses

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## Your Space

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A safe online space where kids can try therapeutic writing exercises such as Letters Written, Never Sent.

- > To express themselves
- > To self-reflect and learn something about themselves
- > To get something off their chest

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## Community Resource Database

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A database of 46,000 local youth-focused programs and services (e.g., shelters, food banks, mental health services, and child protection agencies), the most comprehensive such listing in Canada.

- > They need more support in their community

# Leading-edge care

Kids Help Phone introduces a variety of new tools and services each year. Here are just a few of our most significant new developments:

**Live Chat** The pilot launch of Kids Help Phone's new counselling modality kicked off in 2012, giving young people the ability to receive immediate support from a professional counsellor using a technology platform they prefer. Operating for limited hours each week, Live Chat quickly became a resounding success – queues typically fill within 15 minutes when the service opens. It became apparent that this service was being used by many young people who would not otherwise reach out for help – particularly those struggling with extremely serious issues – and that it was significantly reducing their distress.

**Bullying Safety Planner** Allows a young person to problem-solve around bullying – particularly if they aren't yet ready to ask for help – from brainstorming ways to avoid situations where bullying might happen to helping young people learn how to talk to 911 if they are ever assaulted.

**Facebook Privacy Videos** With online safety becoming increasingly important for youth in today's world, Kids Help Phone produced three how-to videos on Facebook privacy settings. They help kids ensure their information and posts are only visible to those people they want them to be visible to.

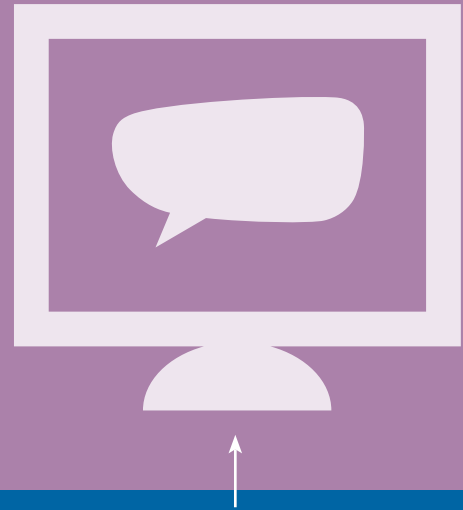
**Always There** Our new mobile app offers young people a password-protected tool to record and observe patterns in their feelings, access tip sheets on a variety of emotional health topics, and browse youth-submitted quotes, tips, and jokes to help them deal with stress. The app also allows young people to connect directly to a counsellor by phone or Live Chat. Kids Help Phone users submitted ideas and voted for the app's major features, name, and look and feel, and gave valuable feedback on its beta version.



*Left to right: Eric Windeler and Sandra Hanington, Founders, The Jack Project; Sharon Wood, Kids Help Phone President and CEO; and Mary Deacon, Chair, Bell Let's Talk initiative, at the launch of Kids Help Phone's Always There mobile app. The app was made possible with financial assistance from Bell Let's Talk, The Jack Project, and other Kids Help Phone donors.*



# Support BY THE NUMBERS



Number of additional minutes of counselling Kids Help Phone provided in 2012 compared to the previous year:



# 230,000

## 5,000

Number of times young people connect with a Kids Help Phone professional counsellor each week

## 24%

Increase in total visits from young people to kidshelpphone.ca in 2012 compared to the previous year

## 12

Average number of young people each day who contact us for help dealing with self-harm, thoughts of suicide, or a suicide attempt

Number of full-time, part-time, and relief counsellors at Kids Help Phone, all paid, highly trained professionals

# 70

# 5.4 Million

Number of times young people accessed kidshelpphone.ca's counselling forums, therapeutic tools, and clinically endorsed information in 2012

Young people calling us who say they have seen or are seeing a professional counsellor or therapist

# 41%

(and 11% are on a waiting list to see one)

**Young people who say they did not speak to anyone else about their problem before calling Kids Help Phone**

# 43%

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# CONNECT

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When I was young, probably about Grade 5, Kids Help Phone visited my school. The Kids Help Phone speaker talked to our class for a while, and I remember him telling us about abuse, a word that was new to me. He told us what the word actually meant, and my ten-year-old self realized all of a sudden that abuse was what was happening to me, my sibling, and my mother at home – and that it was wrong. My father had been physically and verbally abusing us for years, but I'd never known it until that moment. It was a profound realization – I was certainly never the same again. That one moment of insight started me on a lifelong path of understanding and healing.

Today as an adult many years later I have a great career, a loving family of my own, and a great deal of happiness in my life. I'll never forget Kids Help Phone, and that moment where I learned something really important during that school visit.”

**Helen**, former child participant at a Kids Help Phone school presentation



# Walking together for youth mental health

On May 6, 2012, thousands of kids and adults stepped up for the Walk so Kids Can Talk, Canada's largest walk in support of child and youth mental health and well-being. Students, friends, neighbours, family members, co-workers, and more than 280 caring companies joined together in communities across Canada for our annual 5K walk, to send a powerful message of support for young people and break down stigma around mental health issues.

One of Kids Help Phone's most important fundraising efforts each year, the Walk raised more than \$2 million to ensure our day and night counselling service remains open and available to young people. Now that's a great step forward!







## Q : What made the Walk memorable for you?

- > *Having my son with me who has been a victim of bullying. The atmosphere was so positive and inspiring!*
- > *Seeing so many kids my age (18) coming together for such a cause. Kids I didn't think cared showed up. Walking away from that event I KNEW we made a difference!*
- > *Doing the walk in memory of a loved one and knowing I'm helping others.*
- > *Seeing so many people out. Just knowing we were all there for kids was heartwarming.*

Responses from the 2012 Walk so Kids Can Talk participant survey

**Kids Helping Kids:** Each year, many generous and compassionate young people across Canada (and adults too), create their own fundraising initiatives to support youth mental health and well-being, as part of Kids Help Phone's Hope for Tomorrow program. Here is just one example: For the last two years, instead of receiving birthday presents, **Emma Mason** of Calgary, Alberta, has asked friends and family members to make a gift to a charity she chooses. After seeing a Kids Help Phone TV ad and doing research to learn our organization receives no guaranteed ongoing government funding, Emma knew she wanted to ask people to support Kids Help Phone. Her eighth birthday in September 2012 resulted in a donation of more than \$1000 to help other kids. Way to go, Emma!



# Deepening connections

In 2012, Kids Help Phone connected with others in the mental health sector like never before. Here are just a few noteworthy examples:

- > In April, Kids Help Phone presented to parents, educators, and mental health professionals at the **Ontario Healthy Schools Forum** in Hamilton, Ontario, an event in support of Ontario's Comprehensive Mental Health and Addictions Strategy. Kids Help Phone Counselling Manager Jason Carey, and Eric Windeler, Lead, The Jack Project @ Kids Help Phone, shared tips and resources to encourage help-seeking and help-giving behaviour. Since school remains one of the top ways that young people learn about Kids Help Phone, the event offered a valuable outreach opportunity.
- > In **Saskatchewan**, thanks to a grant from the Ministry of Education, Kids Help Phone undertook an outreach project to raise awareness about our service and the importance of mental well-being. Trish Taylor, Kids Help Phone Community Lead, visited schools in a number of regions across the province, reaching 1200 primary and secondary students, 40 educators, and one after-school program for youth receiving clinical care. Interestingly, 24% of the students she spoke to said they had already used Kids Help Phone's service in the past.
- > We presented or participated at **conferences and other knowledge exchange events** with a number of stakeholders in the mental health sector, including Children's Mental Health Ontario, Égale Canada Human Rights Trust, the Rainbow Health Coalition, and the Mental Health Commission of Canada.



# Supporting Aboriginal children's well-being

Kids Help Phone is continually working to support Aboriginal children and youth, who often face inequities that can affect their mental health and well-being. In turn, many young people who identify as Aboriginal reach out to Kids Help Phone. Aboriginal youth in remote communities often tell us Kids Help Phone is the only service available to them.

In 2012, Todd Solomon, Kids Help Phone's Clinical Director, English Language Services, was invited to serve on the youth-led national Aboriginal Youth Suicide Prevention Committee, part of the National Association of Friendship Centres that represents 100 Aboriginal communities across Canada. As part of this work, Todd spoke at the 23rd annual Aboriginal Youth Conference in Whitehorse, Northwest Territories, providing strategic insights about hope and suicide prevention to an audience of 200 Aboriginal youth leaders.

Kids Help Phone also highlighted the needs of young people who are Aboriginal in the media throughout June 2012 in honour of National Aboriginal Day, and collaborated with the National Aboriginal Health Organization (NAHO) to produce a series of culturally relevant tip sheets on bullying for Aboriginal youth, parents, and educators. Additionally, NAHO provided training to all Kids Help Phone counsellors to enhance their knowledge about bullying in Aboriginal contexts.



Ten per cent of all young people who reach out to Kids Help Phone for counselling identify as First Nations, Métis, or Inuit (about twice their representation in Canada's population).

SOURCE: SEE PAGE 63.



# Volunteers make the difference

Kids Help Phone was founded by a group of committed volunteers, and today volunteers remain more critical than ever. Last year, thousands of Kids Help Phone volunteers contributed tens of thousands of hours to support the mental health and well-being of young people across Canada – making possible the majority of Kids Help Phone’s work. Here are just some of the things Kids Help Phone volunteers did in 2012:

- > Held bake sales and ran car washes
- > Walked and bowled, and recruited friends, family members, and co-workers to join in
- > Volunteered as a school group, corporate group, or service club
- > Provided subject matter expertise for our counselling websites
- > Gave valuable feedback about Kids Help Phone’s service (youth volunteers)
- > Gave a school or community presentation
- > Set up and staffed booths at conferences
- > Organized golf tournaments and galas
- > Played hockey and pulled buses!
- > Provided governance leadership on the national board or guidance on a task force
- > Tweeted, sang, and shared: lent their influence as a celebrity ambassador
- > Provided administrative, research, and other support as a student placement worker, intern, or office volunteer

**Interested in becoming a Kids Help Phone volunteer? Visit the Volunteer section on our organization’s website to learn more.**



# Thought leadership in the digital sphere

Did you know that Kids Help Phone has become known for its thoughtful and active presence on social media, where we contribute to many important conversations about young people’s well-being? We also run frequent online campaigns, such as for Bullying Awareness Week in 2012 where we featured a different tip each day in relation to bullying and cyberbullying, an extremely popular feature on Twitter. One tip in particular was retweeted 179 times (among the people sharing was CBC’s George Stromboulopolous).



## WHAT EDUCATORS SAY ABOUT OUR OUTREACH MATERIALS:

*(Comments submitted from educators about Kids Help Phone’s “You’re not alone” campaign)*

*Great campaign that is free and a very good resource for teachers and students at school, esp. for new immigrants, refugee students.*

*I cannot wait to get the information into the students’ hands to provide information and awareness.*

*I think these materials are fantastic! This is my 3rd order - they go pretty fast, and I know we have a lot of students at our high school who really need this support.*

*I have shared this with my network (Facebook & Twitter). I want all teachers to educate their students about this service and love the idea that a teacher could simply slip a student one of the wallet-sized cards and say, “You’re never alone!”*

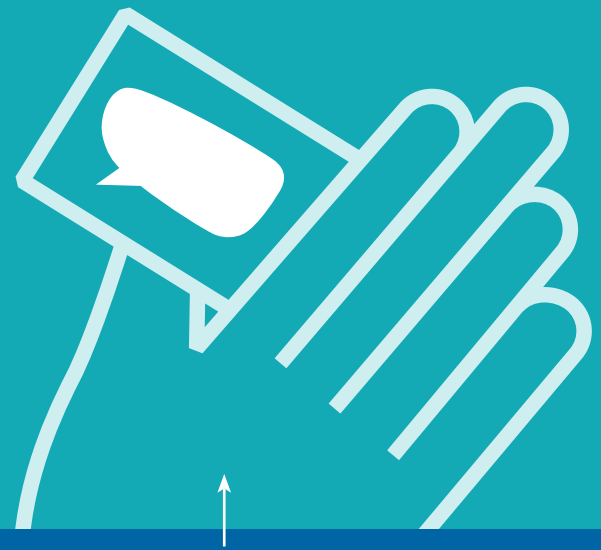
*As a school psychologist, I believe this is an essential and necessary service you offer. The free materials are a very helpful way to introduce the Kids Help Phone to students and help them access it confidentially. Thank you!*

To learn more, visit [www.kidshelpphone.ca/materials](http://www.kidshelpphone.ca/materials)



# Connect BY THE NUMBERS

In 2012...



... we shared Kids Help Phone materials with more than

# 1,790

youth-serving organizations.

## 1,082

primary, secondary, post-secondary schools

## 156

government offices and agencies

## 89

youth-focused businesses

## 464

social services agencies and community centres

(reaching young people, parents, the public, youth-focused organizations and professionals across the mental health, social service, government and education sectors)

... we distributed Kids Help Phone collateral material in every region of Canada to promote mental health literacy and service outreach.

# 550,000

wallet cards

## 100,000

brochures

## 24,000

posters

... we gave presentations in communities across Canada

More than

# 400

presentations made.

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# INNOVATE

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“

On Live Chat, I often connect with teens who otherwise would not have reached out for help. This is particularly true for young people coping with self-harm or eating disorders, who often see Live Chat as a first ‘easier’ step to getting help.

One night, I was chatting with a teen who wanted to know how not to be so obsessed with food and weight gain. She had been hospitalized for an eating disorder the previous year and still had a therapist and a nutritionist... but she told me she did not open up with them as she was with me here, where she felt she could be more truthful about her purging and not eating.

We started to work out a new healthy eating plan... she agreed to try very small meals all day long rather than starvation. We went over the guidelines the hospital had given her, and I stressed how important HER decision-making was for her recovery. She agreed to consider this information, to share some of our ideas with her therapist, and to chat again later in the week to tell us how she was doing. I could tell that for this girl, the decision to ask for help on her own and finally be honest with someone about how she was doing was a major turning point. Live Chat made it possible.”

Cheryl-Lynn, Kids Help Phone professional counsellor

Innovation is about making sure we're always relevant and effective. Ensuring we're anticipating the future, and how we can care best down the road. Innovation is part of Kids Help Phone's mission – it's simply who we are, a part of our DNA. The support of our generous donors allows these service innovations to come to life.





# Kids Help Phone works: research demonstrates significant service impact

Young people have told us for years that Kids Help Phone is highly effective – but in 2012, for the first time, we were able to conduct systematic and rigorous research to provide a true measure of our outcome effectiveness.

With guidance and a capacity-building grant from The Ontario Centre of Excellence for Child and Youth Mental Health, we developed a rigorous evaluation of our phone counselling, and then applied those lessons to an evaluation of our Live Chat service. Our goals were to:

- > Evaluate whether our counselling services were making a positive difference in the mental health and well-being of our young clients
- > Learn more about our clients and their needs
- > Learn more about how we can improve or enhance our service

## **The results showed that Kids Help Phone counselling is highly effective.**

For the first time, we were able to show that the service significantly improves young people’s mental health and well-being through statistically significant changes in three clinical indicators: reductions in distress, increases in clarity about how to respond to or deal with problems, and increases in confidence in one’s ability to overcome challenges. For results, see “By the numbers” on page 37 and visit:

[kidshelpphone.ca/proofpositive](http://kidshelpphone.ca/proofpositive)



## EXPERT TESTIMONIALS ON KIDS HELP PHONE'S SERVICE EVALUATION RESULTS

*Kids Help Phone is proven to be a remarkably effective approach that is using technology in positive ways to benefit children. This is the future of intervention, especially for children who are socially withdrawn, anxious, or simply lacking the certainty that they will be believed when they tell adults what they've experienced and are feeling. These evaluations help prove that alternative ways of delivering community based mental health care not only work, but that these programs are experienced as excellent care by young people themselves.*

**Michael Ungar, Ph. D.**  
Network Director,  
CYCC Network  
Co-Director, Resilience  
Research Centre  
Dalhousie University

*The Centre is proud of the role we played in Kids Help Phone's evaluation process and very pleased to see the commitment the organization has made to evaluating its service. The results are very encouraging and point towards the effectiveness of their service.*

**Ian Manion, Ph. D., C. Psych**  
Executive Director,  
Ontario Centre of Excellence for  
Child and Youth Mental Health

*These strong evaluation results reinforce what I already knew: that Kids Help Phone provides a critical service as part of Canada's mental health service continuum.*

**Dr. Faye Mishna**  
Dean and Professor, Factor  
Inwentash Faculty of Social  
Work, University of Toronto  
Department of Psychiatry,  
University of Toronto  
Margaret and Wallace McCain  
Family Chair in Child and Family

*Kids Help Phone is constantly growing and improving itself, becoming an inspiration and a model for child helplines around the world. The two studies produced by Kids Help Phone have shown the importance of conducting regular evaluations on the services offered by child helplines and the impact that they have on the lives of children.*

**Nenita La Rose**  
Executive Director,  
Child Helpline International





# A national and global leader

Every year, Kids Help Phone works with a variety of organizations and youth counselling agencies to share our knowledge, collaborate, and effect change to improve the well-being of young people on the societal level. Here are just some of these efforts from 2012:

- > As a member of Child Helpline International, we presented to other national youth counselling services in Durban, South Africa, sharing our knowledge about outreach and service delivery to underserved or potentially vulnerable populations such as Indigenous and LGBTQ youth.
- > Kids Help Phone provided several training sessions on bullying to other members of the North American Alliance of Child Helplines in conjunction with the U.S. release of the film *The Bully Project*. We are the only Canadian representative in the Alliance.
- > We hosted Childline UK on a week-long session, with our UK counterparts coming to learn more about the best practices and approach behind our child and youth-focused websites.
- > We hosted representatives from the Parliament of Victoria, Australia – Law Reform Committee, who came to gather a Canadian perspective on sexting and cyberbullying for an international inquiry.



*Kids Help Phone's **Alisa Simon**, VP, Counselling Services and Programs, presenting in Durban, South Africa.*

- > We spoke with colleagues at Boystown USA to share our key learnings about chat counselling.
- > We also shared our knowledge by giving presentations to many national and provincial governments and groups, such as the Ontario Ministry of Child and Youth Services Policy Development and Program Division, the Ontario Ministry of Education, the New Brunswick Annual Addiction and Mental Health Conference, and the Public Health Agency of Canada.

# Kids and Teens websites lauded internationally

Young people have told us that our therapeutic, youth-focused websites were highly engaging, but now the world knows it too! In 2012, Kids Help Phone’s Kids and Teens websites were recognized with a Silver Summit Creative Award in the Youth Website category among thousands of submissions from 22 countries. The award recognizes creative talent that goes “beyond the ordinary.”



# Innovate

## BY THE NUMBERS

**Kids Help Phone counselling results in statistically significant changes for young people (2012 phone and Live Chat evaluation results)**

## Live Chat Evaluation Results

Change in average improvement

The Live Chat pilot evaluation showed that even one contact with Kids Help Phone can boost a young person's confidence and clarity and decrease their distress enormously. On average, young people's clarity about what to do next more than doubled from the start of their chat to the end. They also reported a 66% increase in their confidence, on average.

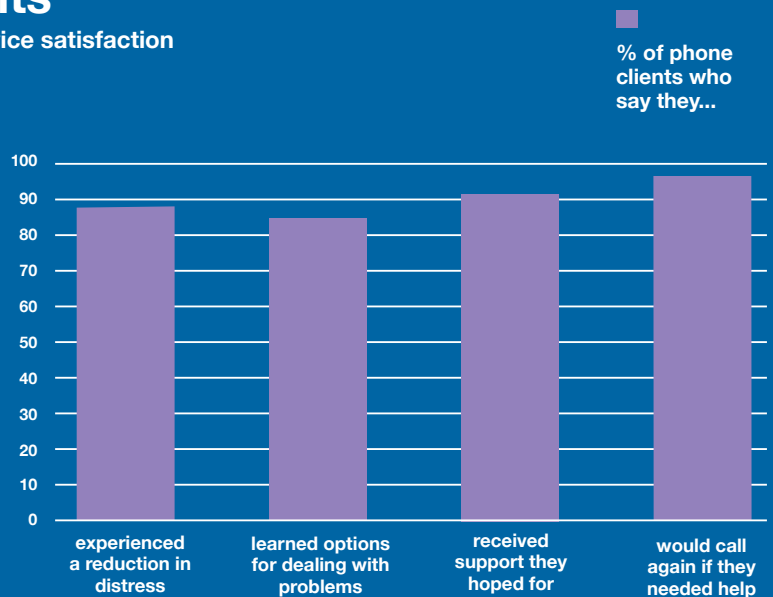


**Young people's confidence levels increased by 66% on average after using Live Chat**

## Phone Evaluation Results

% of clients reporting positive results and service satisfaction

The phone evaluation showed that the vast majority of young people who receive phone counselling experience clinically significant positive results, including experiencing reduced distress (87%) and speaking about options or strategies to deal with problems (84%). Most also reported service satisfaction, saying they received the support they hoped for (91%) and would call again if they needed help (96%).



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# ADVOCATE

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As an organization that has unfettered access to young people, I am here today to speak on their behalf. Young people are at a loss as to what to do. The young people who contact us tell us that they feel that the adults and the larger systems they are part of have let them down.

Young people don't even know how to name their experience as bullying. Often, they contact us because they think someone's being mean to them, but they don't necessarily say it's bullying. In connection with this, many young people lack the language to effectively advocate for themselves when they experience maltreatment.

Also, kids are suffering in silence because they don't feel safe reporting... They said that they actually think if they reported, they would make the situation worse. Young people said things like, "I wouldn't say anything. No one would listen," or "I keep it to myself. It's my problem, and it's best to keep it that way."

**Alisa Simon**, Kids Help Phone Vice-President of Counselling Services and Programs, speaking before a Government of Ontario committee addressing anti-bullying legislation



As a national organization that works with children and youth every day, Kids Help Phone is often asked to share young people's perspectives in national conversations that affect their well-being. Through advocacy and thought leadership, we are becoming an increasingly strong voice for Canada's young people. In 2012 we were invited to share our expertise in some of our country's most important public debates.

# Advising the Supreme Court in landmark cyberbullying case

In early 2012, Kids Help Phone provided expert testimony in a Supreme Court case about the importance of anonymity for young people seeking help for cyberbullying. The case involved a 15-year-old girl known as A.B. who wanted to anonymously pursue a lawsuit against someone who had published a fake Facebook profile about her that included degrading and sexualized content. Media organizations opposed the request based on the public's right to know and the principle of freedom of the press.

On May 10, 2012, Mahmud Jamal, Steven Golick, Jason MacLean and Carly Fidler from Osler, Hoskin & Harcourt LLP (our legal partner supporting us through their community law program) presented Kids Help Phone's argument to the Supreme Court. Drawing on Kids Help Phone's experience working with youth, they reminded the Court that without privacy, many young people simply do not reach out for help. They justifiably fear being re-victimized through exposure to further threats, harm, and stigma.

On September 27, the Court made its landmark decision: A.B. could remain anonymous as she sought legal redress in the courts. The unanimous decision recognized that young people are vulnerable and deserve protection from cyberbullying by virtue of their age and the “psychological toxicity” of cyberbullying itself, adding that those are compelling enough reasons to grant them anonymity.

The judges specifically cited the insights Kids Help Phone brought to the case in

their verdict: “As the Kids Help Phone factum constructively notes, protecting children’s anonymity could help ensure that they will seek therapeutic assistance and other remedies, including legal remedies where appropriate.”

The decision, widely covered in the media, was the first time any high court had ruled on a cyberbullying case, making it an important precedent worldwide.





## CONGRATULATORY MESSAGES FROM PARTNERS AND SUPPORTERS ...

*This is so exciting. The work you do to help children be treated with dignity and respect is incredible. And yes, the importance to children and youth around the world is huge. Thank you, thank you, thank you, to all of Kids Help Phone.*

**Jenny Coleman** Vice-Chair, Board of Directors, North American Alliance of Child Helplines  
Program Director, Help Services, Stop It Now!

*Congratulations on the court's verdict! It is a great step for Kids Help Phone, but also for Child Helpline International as a network since it sets a precedent for other child helplines around the world.*

**Magdalena Aguilar** Programme Manager for the Americas and Caribbean, Child Helpline International

*Please accept my heartfelt congratulations on this landmark decision protecting the anonymity and confidentiality of young people who are cyberbullied! The perspective that your organization brought to bear was clearly instrumental in informing the decision.*

**Michelle Gauthier** Vice-President, Public Policy & Community Engagement, Imagine Canada

*This is really great news and congratulations to Kids Help Phone for its leadership role in this. This is a great day for victims of cyberbullying.*

**Wayne MacKay** Chair, Cyberbullying Task Force, Government of Nova Scotia

# Submission to the Senate Committee on Human Rights

In 2012, the Canadian Senate’s Standing Committee on Human Rights examined the topic of cyberbullying by speaking to a variety of experts on the topic, including educators, researchers, counselling professionals, and youth-focused organizations. In May, Kids Help Phone President and CEO Sharon Wood had a chance to speak before the committee, delivering a submission on behalf of the organization together with Alain Johnson, Clinical Director, French Language services.

On December 12, the Senate committee released its report, *Cyberbullying*

*Hurts: Respect for Rights in the Digital Age*, calling on federal, provincial, and territorial governments to develop a coordinated anti-bullying strategy that would encompass cyberbullying and meet its obligations to protect children from violence and safeguard their right to an education under the UN Convention on the Rights of the Child.

Kids Help Phone’s written and oral contributions were cited extensively in the report, including statistics from our Critical Issue report *Cyberbullying: Reality Check*.

# Submission to Ontario Standing Committee on Social Policy

On May 22, Kids Help Phone Vice-President of Counselling Services and Programs Alisa Simon spoke before the Government of Ontario Standing Committee on Social Policy, which was addressing proposed new anti-bullying legislation for Ontario schools. On behalf of Kids Help Phone, she welcomed the legislation’s contribution to addressing bullying and promoting safe and inclusive school environments, including specific provisions that defined cyberbullying and prioritized support for activities or organizations that benefit some of Ontario’s most under-served and potentially vulnerable young people.

She also reminded policymakers that young people are the “experts” on their own lives, and need to be engaged in all discussions around bullying. In June 2012, the government combined elements in both bills, resulting in the final passing of Bill 13, The Accepting Schools Act.





# Advocate

## BY THE NUMBERS



Number of legislative or judicial bodies that Kids Help Phone spoke before in 2012:

**3** 

Interveners selected to give expert testimony during A.B.'s Supreme Court cyberbullying case:

**only 6**

(including Kids Help Phone)

**23**

Years of experience Kids Help Phone brought to its Supreme Court submission

**7**

Number of judges who ruled in favour of safeguarding A.B.'s anonymity:  
(out of 7)

**Percentage of youth who said they'd experienced cyberbullying in a survey posted on Kids Help Phone's Teen website**

**65%**

Number of students in Ontario now covered by The Accepting Schools Act, which promotes safe and inclusive schools:

**2,043,117**

(who are studying at nearly 5,000 elementary and high schools)



# CARING

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# TOMORROW

OUR 2012 - 2016 STRATEGIC PLAN

Since 1989, Kids Help Phone has offered help and hope to kids, teens, and young adults across Canada. And this care will continue in future as we advance in our evolution as an organization.

Developed over a two-year period, our 2012-2016 Strategic Plan, with its four areas of priority focus, provides a clear roadmap, guiding Kids Help Phone as we move forward with our mission and vision. Over the next five years, and because of the generosity of our donors, Kids Help Phone will continue to develop as a strategic Canadian and world leader making a profound impact on child and youth mental health and well-being.

## MISSION

To improve the well-being of children and youth in Canada by providing them with anonymous and confidential professional counselling, resources, and information, in English and French, through technologically-based communications media.

## VISION

To continue to improve and grow Kids Help Phone to ensure we deliver the most effective, timely and valuable counselling, resources, and information to every young person in Canada from five to 20 who could benefit from our support.

## STRATEGIC PRIORITY 1

# Service quality and impact

Ensuring young people receive services that are effective and relevant to their needs.

### KEY OBJECTIVES ARE TO:

- > Ensure our professional counsellors have the training and support they need to stay current with both knowledge about the complexities of issues facing young people and best practices for addressing these issues; establish new service standards and conduct evaluation research to continually monitor and improve the effectiveness of our service against these benchmarks.
- > Provide a multi-faceted bilingual service that is impactful and speaks to youth wants and needs, including responding to emerging demands for technological innovations and their use in service applications (from mobile apps to Live Chat, etc.).
- > Reach out to more young people in more ways, including to potentially underserved groups, for example northern and Aboriginal youth, LGBTQ youth, male youth, and at-risk youth.
- > Increase our role as an organization that shares the voices of young people in Canada through advocacy, public education, and partnerships, to continue to strive towards a world that is supportive of young people's mental health and well-being.

## STRATEGIC PRIORITY 2

# Financial sustainability and growth

Ensuring the organization has the resources for financial sustainability and growth to meet future needs.

### KEY OBJECTIVES ARE TO:

- > Strengthen and diversify each revenue stream and develop multi-year funding opportunities and agreements.
- > Increase opportunities to meet and build relationships with new funders, investors, and partners.
- > Create a new, comprehensive stewardship strategy to reflect our values of donor-centred communication, ensuring timely, informative, and inspiring connections with supporters.
- > Share Kids Help Phone's relevance and leadership through our government relations strategy and access emerging funding areas.
- > Create and report on metrics that track our financial health.
- > Ensure funds are designated annually to a reserve to safeguard the day-to-day operation of the organization for the future.

### STRATEGIC PRIORITY 3

## Identity

Strengthening Kids Help Phone's brand and identity with all stakeholders to support the organization's mission, goals, and objectives.

#### KEY OBJECTIVES ARE TO:

- > Research and evaluate our brand and sub-brands to develop a comprehensive understanding of their function that will further strengthen our position and role within the charitable and mental health sectors.
- > Tell our story in new and inspiring ways to increase engagement and leverage our potential.
- > Develop a new organizational website to further strengthen our work and reach, with a particular emphasis on new media and social marketing innovation.
- > Build further on existing branding and co-branding opportunities, and create new ones, including promotional and cause partnerships.
- > Develop new collateral materials to support the broader brand family and increase our community presence and awareness.
- > Develop comprehensive and actionable annual integrated marketing and communications plans to support our work in revenue development, advocacy, thought leadership, youth awareness, and engagement.

### STRATEGIC PRIORITY 4

## Organizational renewal

Focusing on the people who will power change and lead us to our desired future.

#### KEY OBJECTIVES ARE TO:

- > Focus on skills, results, and the recruitment and retention of top talent.
- > Create a new leadership and community volunteer strategy.
- > Integrate a comprehensive, multi-dimensional, and national youth engagement strategy into the organization's work.
- > Enhance roles and strengthen governance practices and board-level innovation overall, guided by the Imagine Canada standards process.



**KidsHelpPhone.ca**  
**1 800 668 6868**

**Kids Help Phone**



# Financial

# SNAPSHOT

## 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 sheets as at December 31, 2012, December 31, 2011, and January 1, 2011, the summary consolidated statements of revenue and expenses for the years ended December 31, 2012 and December 31, 2011, and the related note are derived from the audited consolidated financial statements of Kids Help Phone for the years ended December 31, 2012 and December 31, 2011.

We expressed a qualified audit opinion on those financial statements in our report dated April 30, 2013. Those financial statements and the summary financial statements do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

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 years ended December 31, 2012 and December

31, 2011 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 years ended December 31, 2012 and December 31, 2011.

Our qualified opinion on the audited financial statements is described in our report dated April 30, 2013, and indicated that Kids Help Phone, in common with many not-for-profit organizations, derives revenue from donations, sponsorship, special events and promotions, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of Kids Help Phone and we were not able to determine whether any adjustments might be necessary to excess of revenue over expenses, and cash flows from operations for the years ended December 31, 2012 and December 31, 2011, and current assets and fund balances as at December 31, 2012, December 31, 2011 and January 1, 2011. Our qualified opinion states that, except for the possible effects of the described matter, those financial statements present fairly, in all material respects, the financial position of Kids Help Phone as at December 31, 2012, December 31, 2011 and January 1, 2011 and the results of its operations and its cash flows for the years ended December 31, 2012 and December 31, 2011 in accordance with Canadian accounting standards for not-for-profit organizations.

*Deloitte LLP*

Chartered Professional Accountants, Chartered Accountants,  
Licensed Public Accountants  
August 30, 2013  
Toronto, Canada

## KIDS HELP PHONE SUMMARY CONSOLIDATED BALANCE SHEETS

As at December 31, 2012, December 31, 2011 and January 1, 2011

|                                   | December 31, 2012 | December 31, 2011 | January 1, 2011  |
|-----------------------------------|-------------------|-------------------|------------------|
|                                   | \$                | \$                | \$               |
| <b>Assets</b>                     |                   |                   |                  |
| Current assets                    |                   |                   |                  |
| Cash and short-term investments   | 2,755,962         | 2,513,919         | 2,254,309        |
| Other current assets              | 439,676           | 380,944           | 370,176          |
|                                   | <u>3,195,638</u>  | <u>2,894,863</u>  | <u>2,624,485</u> |
| Restricted cash and investments   | 2,286,929         | 2,525,153         | 2,083,364        |
| Capital assets                    | 481,586           | 428,090           | 428,178          |
|                                   | <u>5,964,153</u>  | <u>5,848,106</u>  | <u>5,136,027</u> |
| <b>Liabilities</b>                |                   |                   |                  |
| Current liabilities               | 1,438,536         | 1,523,322         | 1,753,080        |
| Long term liabilities             | 100,028           | 111,530           | 141,864          |
|                                   | <u>1,538,564</u>  | <u>1,634,852</u>  | <u>1,894,944</u> |
| <b>Fund balances</b>              |                   |                   |                  |
| Operating fund                    | 2,178,876         | 1,698,559         | 1,162,715        |
| Reserve fund                      | 2,000,006         | 1,880,006         | 1,547,842        |
| Jack Windeler Memorial Fund       | 181,061           | 569,827           | 466,703          |
| Futures campaign fund             | 9,814             | 9,814             | 9,814            |
| Other externally restricted funds | 55,832            | 55,048            | 54,009           |
|                                   | <u>4,425,589</u>  | <u>4,213,254</u>  | <u>3,241,083</u> |
|                                   | <u>5,964,153</u>  | <u>5,848,106</u>  | <u>5,136,027</u> |

## KIDS HELP PHONE SUMMARY CONSOLIDATED STATEMENTS OF REVENUE AND EXPENSES

Years ended December 31, 2012 and 2011

|   | 2012              | 2011              |
|---|-------------------|-------------------|
|   | \$                | \$                |
| <b>Revenue</b>  |                   |                   |
| Fundraising and other   | 9,763,766         | 9,612,986         |
| Government (primarily The Ontario Ministry of Education)          | 1,206,915         | 1,204,866         |
| Restricted funds  | 145,976           | 808,727           |
|   | <u>11,116,657</u> | <u>11,626,579</u> |
| <b>Expenses</b>   |                   |                   |
| Service Delivery Costs  |                   |                   |
| Kids Help Phone   | 5,750,103         | 5,635,559         |
| Student Ambassador  | 79,384            | 133,387           |
| The Jack Project  | 272,637           | 126,375           |
|   | <u>6,102,124</u>  | <u>5,895,321</u>  |
| <b>Fundraising</b>  |                   |                   |
| Direct event costs  | 1,299,066         | 1,119,478         |
| All other marketing and fundraising costs                         | 1,941,164         | 1,936,057         |
| General and administrative  | 1,170,693         | 1,293,460         |
| Donor development   | 200,411           | 270,669           |
| Amortization of capital assets                                    | 111,300           | 85,229            |
| Loss on disposal of capital assets                                | -                 | 238               |
| Interest on obligation under capital leases                       | 4,389             | 4,396             |
| Transfer to Queen's University for the Jack Project               | 75,175            | 0                 |
|   | <u>10,904,322</u> | <u>10,604,848</u> |
| <b>Excess of revenue over expenses before restructuring costs</b> | <b>212,335</b>    | 1,021,731         |
| <b>Restructuring costs</b>  |                   |                   |
| Service delivery costs - Kids Help Phone                          | -                 | 37,557            |
| Direct fundraising  | -                 | 12,003            |
|   | <u>-</u>          | <u>49,560</u>     |
| <b>Excess of revenue over expenses</b>                            | <b>212,335</b>    | <b>972,171</b>    |

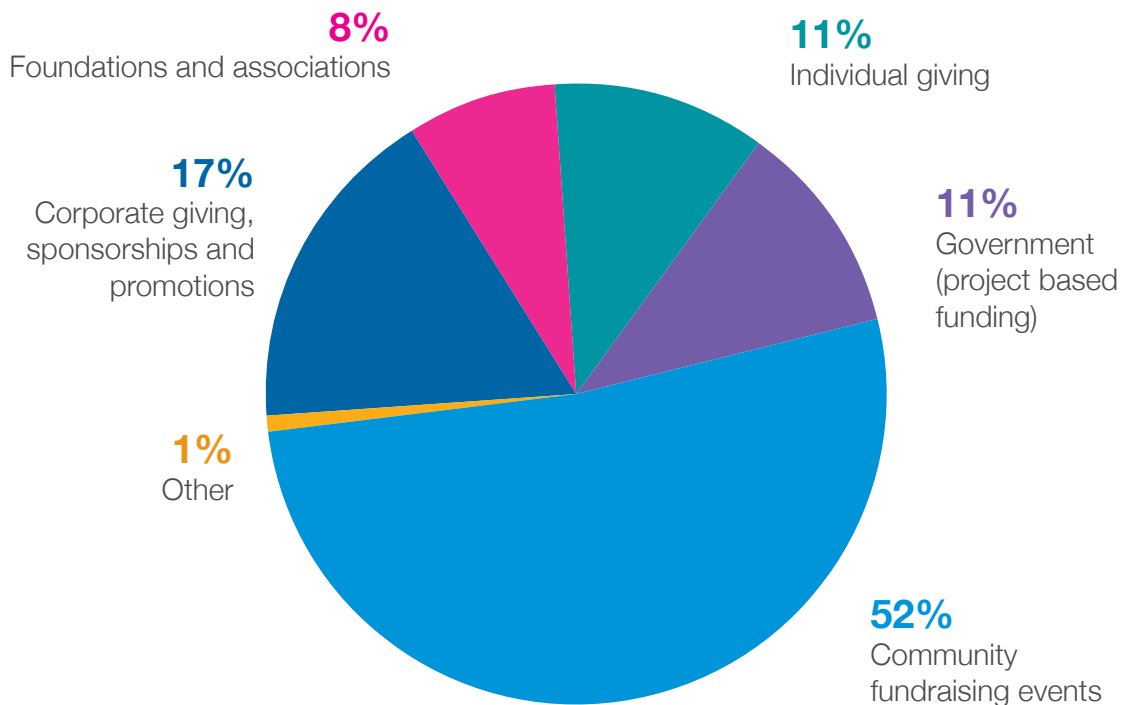
**Kids Help Phone**  
**Note to the Summary consolidated financial statements**  
**December 31, 2012 and 2011**

**Basis of presentation**

Kids Help Phone has prepared these summary consolidated financial statements to be included as part of its annual report. These summary consolidated financial statements present the same information as the audited consolidated financial statements, with the exception of the consolidated statement of changes in fund balances, the consolidated statement of cash flows, the consolidated schedules of expenses and the notes to the audited consolidated financial statements. Complete audited consolidated financial statements for the years ended December 31, 2012 and 2011 are available upon request from Kids Help Phone.

**REVENUE SOURCE**

|  |                      |
|--|----------------------|
| <span style="color: #00AEEF;">■</span> Community fundraising events                  | \$ 5,812,440         |
| <span style="color: #E91E63;">■</span> Foundations and associations                  | \$ 892,709           |
| <span style="color: #005696;">■</span> Corporate giving, sponsorships and promotions | \$ 1,903,062         |
| <span style="color: #6A329F;">■</span> Government (project based funding)            | \$ 1,206,915         |
| <span style="color: #008080;">■</span> Individual giving                             | \$ 1,207,212         |
| <span style="color: #FF9800;">■</span> Other   | \$ 94,319            |
|  | <u>\$ 11,116,657</u> |



## Member and sector

# CHAMPION

Kids Help Phone actively participates in many national and international collaborative efforts that work to bring about significant and positive change for young people. We are also members of a number of programs and associations dedicated to fostering high standards of integrity, transparency, and accountability in the charitable sector.



Non-Profit Organizational Member, Association of Fundraising Professionals

### Kids Help Phone Accepted into the Imagine Canada Standards Program

During 2012, Kids Help Phone applied to the Imagine Canada Standards Program, which offers accreditation to charities and non-profits that can demonstrate integrity and excellence in five key areas: board governance, financial accountability and transparency, fundraising, staff management, and volunteer involvement. Becoming accredited in this important program requires a rigorous process of standards review, a detailed submission of documents and assessments, a peer review panel analysis, and final approval stages.

The program's mission is to build excellence within Canada's charitable and non-profit sector through common standards of practice and to strengthen confidence in the sector. We are very pleased to report that Kids Help Phone was accepted into the program, becoming part of an elite group of only 45 organizations across Canada at that time that met its high standards.



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# THANK YOU

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## *to our donors*

### **Founding Partners**

BMO Financial Group  
Bell Canada  
Parmalat Canada  
Nestlé Canada

### **\$250,000 or more**

Bell Canada  
Bell Media\*  
BMO Financial Group  
The Grocery Foundation  
Ministry of Education, Government of Ontario  
Osler Hoskin & Harcourt LLP\*

### **\$125,000-\$249,999**

Boston Pizza Foundation  
Ontario Trillium Foundation  
Parmalat Canada  
RBC Foundation

### **\$60,000-\$124,999**

Bluenotes  
Canada Post Community Foundation  
Empire Theatres Ltd.\*\*  
Farm Business Consultants  
Leslois Shaw Foundation  
Mattel Canada\*\*  
Nestlé Canada\*\*  
Shaw Communications Inc.  
The Source  
Wallace & Carey Ltd.  
Winners Merchants International L.P.

### **\$35,000-\$59,999**

Canadian Natural Resources Limited  
Government of Saskatchewan  
Ledcor Group of Companies  
LoyaltyOne Inc.\*\*  
Procter & Gamble Inc.

### **\$10,000-\$34,999**

Affinity Credit Union  
The Anne Hoehn Memorial Foundation  
Axia Net Media Corporation  
Bank of America  
Banque Nationale du Canada  
Boss Print + Creative Services Inc.  
CANTREX Nationwide Group Inc  
Catherine and Maxwell Meighen Foundation  
Ceridian Canada Ltd.  
CIBC Children's Foundation  
Cisco Systems Canada Co.  
CNW Group\*\*  
The Co-operators Group Limited  
The DATA Group of Companies  
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Edmonton Oilers Community Foundation  
Elite Island Resorts  
Fibreglass Solutions Inc.  
Giant Tiger Stores Limited  
Government of Alberta - Community Initiatives Program  
Government of Alberta - Culture and Community Spirit  
Government of Canada  
Graham Munro Charitable Foundation  
Green For Life Environmental Corporation

Green Shield Canada Foundation  
Helping Kids Connect Golf Tournament  
Bill and Susanne Holland  
Hunter Family Foundation  
Keen Point International Inc.  
Kubota Canada Ltd.  
Steve Laut, Lori Egger, Danae & Tristan Laut  
Lily Street Foundation  
Scott MacKinnon  
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McKesson Canada  
Mental Health Foundation of Nova Scotia  
Motorola Canada Ltd.  
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Paloma Foundation  
PCJ Investment Counsel Ltd.  
Pearson School Systems  
Power Corporation  
Raymond Chabot Grant Thornton  
Rodeo Jewelers  
SaskTel  
United Way of Newfoundland and Labrador

### **\$5,000-\$9,999**

587886 Ontario Limited  
587887 Ontario Limited  
Al Roadburg Foundation  
American Movie Classics  
American Packaging Corp.  
Aperio CI  
Astron Onsite Packaging Ltd.  
Atelka Inc.  
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The Byler Foundation  
Canadian Hockey Association  
Canadiens Skate  
Cannex  
Court Carruthers  
The Central Group  
Charities Aid Foundation America (CAF America)  
City of St. John's  
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Peter & Catherine Clark  
Jim and Deb Craven  
Vikram Dhaddha  
G4S Cash Solutions (Canada) Ltd.  
GCIC Ltd.  
Goodmans LLP  
Great Gulf Homes Charitable Fdn.  
IceCaps Care Foundation  
John Hardie Mitchell Family Foundation  
Kayak Foundation at the Calgary Foundation  
Kids Can Free the Children  
La Fondation Charitable Foundation  
Lifetouch Canada Inc  
M.C.B.N. Childrens Association  
MacDonald Family Foundation at the Oakville Community Foundation  
Matsuri Foundation  
MCL Motor 2010  
Medavie Blue Cross  
Kevin M. Muir  
N.D. Dobbin Group of Companies  
The Nova Scotia Government & General Employees Union  
Carol Ann M. Oakley  
Ontario Secondary School Teachers' Federation (OSSTF/ FESSO)  
Graham Parsons

Pitblado Foundation  
PriceWaterHouseCoopers  
The R K Grant Family Foundation  
Ron G. Rogers  
Russell A. Farrow Limited  
Samcon Inc.  
Saskatoon Community Foundation  
Scotia Capital  
Scouts Canada Voyageur Region  
SGI Canada  
Showtime Promotions  
St. Clair Youth Ballet  
Stingray Digital Group  
The Tonglen Foundation  
Trinity Global Support Foundation  
Tv5  
Ben Verboom  
Versacold Logistics Services  
Maurice Walsh  
Diane K. Wild  
Winnipeg Jets True North Foundation  
The Wolrige Foundation  
Steve and Jill Wuthmann

### **\$3,000-\$4,999**

Maryla-Maria Amsolik  
Kerry Arbour  
Amex Canada Inc.  
John Byrne  
Century West Homes Ltd.  
Coast Realty Group Ltd.  
Commercial Print  
Conam Charitable Foundation  
Doug Forsythe Gallery  
EnCana Cares Foundation  
Fasken Martineau Dumoulin  
Fondation René Malo  
FundSERV Inc.  
Steven G. Golick  
Greater Saint John Community Foundation



Nick Grella  
Halifax Forum Community Association  
Tobin Hayward  
Lisa Hennessey  
Home Trust Company  
Peter Hrdlitschka  
Icon Digital Productions Inc.  
Ivanhoe Cambridge  
Lavery, de Billy, S.E.N.C.R.L.  
Lawrence Park Collegiate Institute  
Lowe Roche Advertising Limited  
Macquarie Group Foundation Limited  
Mary Mauti  
Allison McAfrey  
National Aboriginal Health Organization  
NWM Private Giving Foundation  
OPG Employees' & Pensioners' Charity Trust  
Bailey Osipenko  
PC Mobile  
Richard Rudderham  
Cheryl Smith & Dr Ronald Gall Smythe Inc.  
Strathcona County  
Taggart Parkes Foundation  
TD Waterhouse Private Client Group  
Ted & Enid Jansen Fund at The Calgary Foundation  
Greg Vallis  
Westside Football Club  
Wyatt Dowling Insurance Brokers  
Zurich Canadian Holdings Ltd.

### **\$1,000-\$2,999**

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*I have known a young person who made a phone call that saved their life – Kids Help Phone is a life line!*

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*I have grandchildren and great grandchildren and I like knowing your door is always open to them.*

**Ron Blicq**  
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*As a former elementary school vice-principal who did a lot of counselling, I know the positive impact that Kids Help Phone can have. Thank you!*

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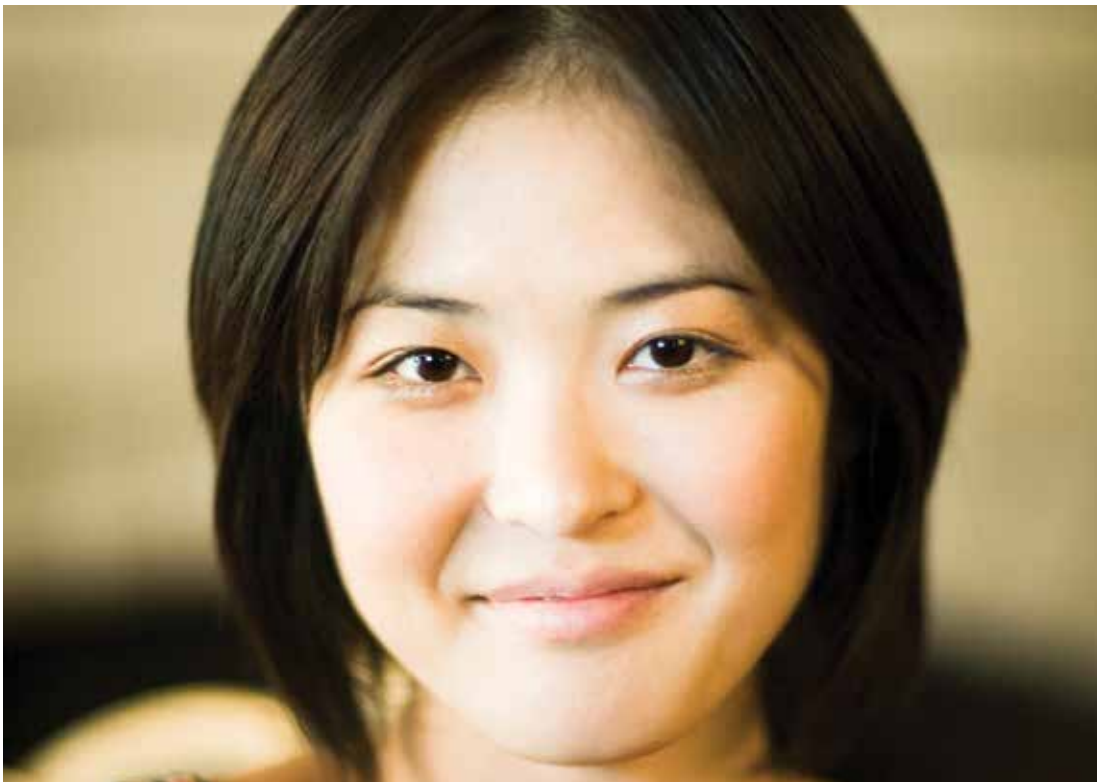
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*Every effort has been made to recognize individuals, foundations and corporations who have made generous donations between January 1, 2012, and December 31, 2012, to support young people across Canada through Kids Help Phone. Please accept our apologies should any errors or omissions have occurred and notify us at 1.800.268.3062.*





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# WAYS TO GIVE

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Kids Help Phone is comprised of an extended community of people across Canada – people like you – who care about kids, teens, and young adults and want to support them so they can overcome obstacles and create better lives. There are lots of ways to help further the vital work we do. Here are just a few ideas:

- > Contribute to the Always There monthly giving program. Or give a one-time gift to support young people's mental health and well-being.  
[kidshelpphone.ca/donate](http://kidshelpphone.ca/donate)
- > Honour the people in your life who are strong supporters of children's well-being. Give in memory of someone who was important to you, or give to pay tribute, perhaps for a birthday or another special event in someone's life.
- > Support kids, teens and young adults through a legacy gift to Kids Help Phone or a gift of securities.
- > Walk for us! The Walk so Kids Can Talk is Canada's largest walk in support of youth mental health and well-being. Organize a team from your workplace or an event at your kids' school. May 4, 2014 –  
[walksokidscantalk.ca](http://walksokidscantalk.ca)
- > Do you have an idea for a fundraiser for Kids Help Phone? It could be a bake sale, a car wash, a bike rally, a soccer tournament, or a dinner party - the sky's the limit! Join our Hope for Tomorrow program, and we'll support you every step of the way. Call **1-800-268-3062** for details.
- > Give one of the greatest gifts of all, the gift of time. Volunteer for one of our fundraising, outreach or community leadership initiatives across Canada.
- > Get your company involved as a corporate sponsor or donor, or start a corporate matching gift program for Kids Help Phone. Our organization is one of Canada's leading social brands and offers an unparalleled opportunity to make a difference for young people in every community across Canada.





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**KidsHelpPhone.ca**  
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**Kids Help Phone**

If you know a young person who is struggling with a problem,  
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