

Our Journey of Transformation



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Kids Help Phone's journey is one of achievement and innovation, of being a leader, and a solution provider. We strive to be the most relevant support service to young people in Canada, so we're always looking for ways to improve and evolve our vital service. At the conclusion of our Strategic Plan 2012-2016, we would like to recap the highlights of our journey, and thank you for joining us and supporting us along the way.



2012 Live Chat

In 2012, we successfully piloted and introduced our Live Chat service. Introducing chat counselling enabled young people to connect with a Kids Help Phone counsellor via our website and has rapidly become our most in-demand service.

2012 Proof Positive

In 2012, we conducted the first research-based evaluation of our counselling services. The results from each evaluation have been overwhelmingly positive. In 2012, 2014 and 2016, 95% of youth said they would contact Kids Help Phone again.

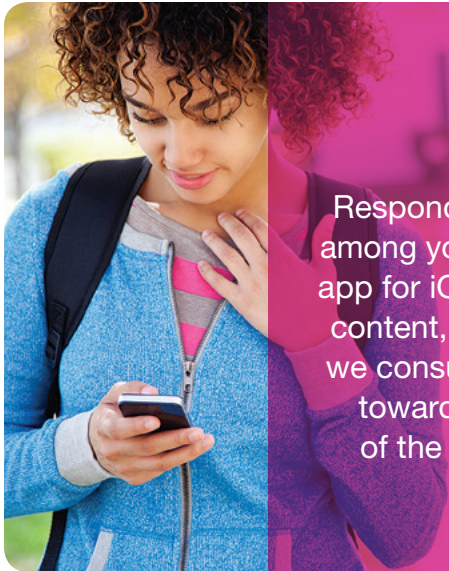
PROOF POSITIVE
SIGNIFICANTLY IMPROVING
YOUTH MENTAL HEALTH

2013 Good2Talk

In partnership*, we launched Ontario's post-secondary student mental health helpline with funding from the Ontario Government. The program is a success – since launching, Good2Talk has received more than 68,000 calls.

**GOOD
2 TALK** 1.866.925.5454
or connect through 2-1-1
Post-Secondary Student Helpline

*Good2Talk is a partnership among four organizations: ConnexOntario, Kids Help Phone, Ontario 211 and the Ontario Centre of Excellence for Child and Youth Mental Health, and is funded by the Ontario Government.



2013 Always There App

Responding to the growing use of mobile technology among youth, we launched a downloadable, dedicated app for iOS and Android loaded with Kids Help Phone content, interactive games and service links. In 2016, we consulted with young people and stakeholders as we worked toward improving the app, and launched a test beta version of the new app. In 2017, we will fully re-launch the app as a dedicated connection to Live Chat.




2014 Resources Around Me

We maintain Canada's largest online database of mental health and support resources for youth.

In 2014, we launched a web-based tool to make our database easily searchable for all young people in Canada. In 2016, we optimized it for mobile devices and added several new topics, including Indigenous and LGBTQ support services and legal and advocacy support.

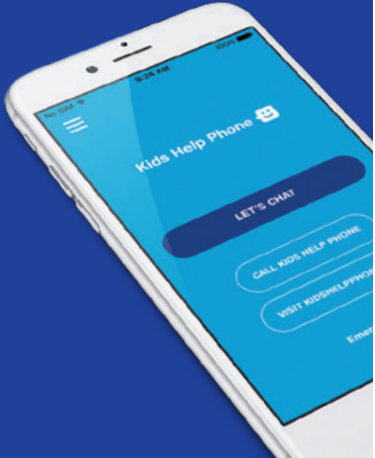
2015 BroTalk

Recognizing that teen guys are less likely to reach out for support, we partnered with Movember Foundation to launch BroTalk, a service and digital outreach strategy offering tips, support and a direct line to counselling tailored for teen guys.



2016 A Year of Achievement and Renewal

In 2016, we dedicated ourselves to planning for the future, investigating and assessing the potential for several exciting, organization-wide initiatives including renewal of our brand, digital transformation, new service options like texting, a comprehensive campaign, and the development of our new strategic plan. *See pages 6 & 7 of this report.*



A Message From Our Leadership

Five years ago, Kids Help Phone started on a new journey, recognizing that the ways we communicate in the world were changing at the same time as the challenges faced by young people in Canada were intensifying.

As young people's experiences, expectations and access to different communication channels have transformed and shifted, we too have shifted — we've sought to meet them across platforms — where they are and when they need us.

Thanks to the support of our donors, we are able to begin 2017 well advanced on our journey to deliver the support young people need in the way they need it most. Young people can chat with counsellors through instant messaging online, use their smartphones to browse our mobile-optimized website and search our online resource database to find the services and supports they're looking for.

**We're more connected with kids
in Canada than ever before.**

**“ And just like kids change
as they grow into teens and
young adults, we've transformed
our organization...”**

We're more connected with kids in Canada than ever before. And just like kids change as they grow into teens and young adults, we've transformed our organization, gaining in capability and effectiveness by updating our service offerings, marketing and outreach, as well as our approaches to sharing insights about the real issues facing youth today.

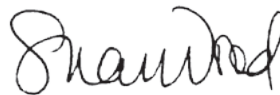
Kids Help Phone is unique. We're a national charity created to let young people directly connect to support they can access on their own, without intermediaries, and we provide a bridge to other supports.

What has stayed remarkably consistent since our inception 27 years ago is Kids Help Phone's commitment to serve and learn from young people in Canada, as well as the dedication of our donors in making possible the innovative programs that have increased access to counselling services, mental health information and resources.

We're excited about the future of Kids Help Phone. In 2016, we re-articulated our vision, mission and values through the three statements featured on the opposite page, to fully capture our beliefs and unique role. Our new brand identity, featured throughout the pages of this Impact Report, is a bold expression of our commitment to youth. It serves as a symbol of hope and reassurance for young people that help is available and things can get better.

As we look ahead toward a future where every young person will access the support they need in the way they need it most, we hope that you will continue to join us on this journey, and will help us pioneer new applications of ever-evolving technologies to support young people.

Sincerely,



Sharon Wood
President & CEO
Kids Help Phone



Carolyn McGill
Chair
Kids Help Phone, Board of Directors



Charles Brown
Vice-Chair
Kids Help Phone, Board of Directors



Our work through 2016 to create our Strategic Plan 2017-2021 and refresh our vision, mission and values was critical to ensuring we are a credible and trustworthy source of counselling, information and referrals for young people in Canada. We consulted young people, parents, donors, volunteers, independent experts, our staff and our board members to develop a strong statement that will guide our work for the next five years.

Vision

A future where every young person in Canada will access the support they need, in the way they need it most.

Mission

We are always open, providing a safe and trusted place for young people in any moment of crisis or need.

Values

Courageous
Collaborative
Innovative
Resilient
Trustworthy

Our Five-Year Goal

To be the most nimble, accessible, effective access point for young people to the support they need.

Strategic Objectives

Maximizing Access

Ensuring young people reach our service when they need support by removing and reducing barriers and creating innovative and relevant essential service offerings.

Achieving Resilience

Creating an agile and nimble organization by evolving our operation and governance to meet the changing needs of young people, and mobilizing our community of donors, volunteers and stakeholders to fulfil our five-year goal.

Demonstrating Impact

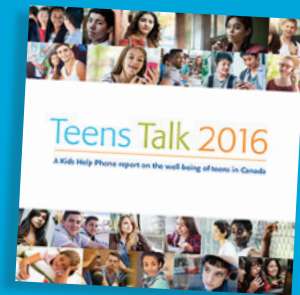
Being a champion for change, influencing positive mental health outcomes for youth in Canada by sharing our unique knowledge, insights and multi-decade experience in connecting directly with young people.

Kids Help Phone prioritized repositioning the brand to increase its relevance to young people in a digital-first era. A key initiative of the Strategic Plan 2012-2016, digital-renewal work began in 2014 and culminated in a year of execution and further development in 2016.

Teens Talk 2016

Teens Talk 2016 — a report based on a national survey of 1,319 teens aged 13-18 — explored issues that teens in Canada faced personally including suicide and bullying.

One in five teens (22%) reported they had seriously considered suicide in the past 12 months. We focused on this statistic to deliver the message that, although thoughts of suicide may be common in teens, suicide does not have to be.



2016 Youth Campaigns

We created a Facebook 360 campaign that focused on the issues of abuse and bullying. At first glance, Facebook users saw a selfie of a teen.

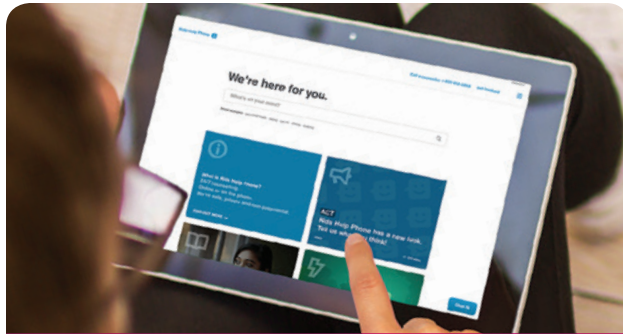
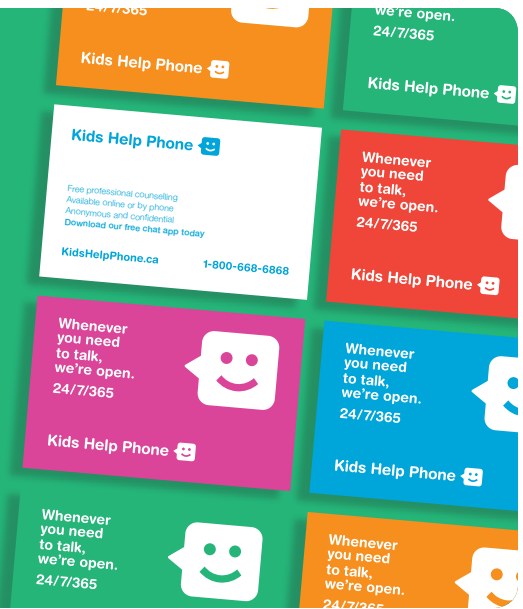
As they interacted with the ad they saw a 360 degree image of the teen's world, revealing the issues they faced. Demonstrating that the images young people project online may only reveal a fraction of their real-life experiences, the campaign promoted the message that kids can share with us what they can't share with everyone else. We also ran a separate six-week digital campaign encouraging teen guys to connect with our service by utilizing ads on Facebook, gaming apps and Xbox.

The campaign resulted in 600 counselling sessions with youth who may not have otherwise connected with us.



The New Brand and Logo

Kids Help Phone's new brand identity and logo communicates that we are always open, providing non-judgmental support and information for young people in any moment of crisis or need. Our new brand expresses our commitment to continuously evolve with youth and to provide access and support where young people are, and in the ways they need it most. The smiling face expresses the welcoming, warm feeling when young people connect with us, and serves as reassurance that help is available and things can get better.

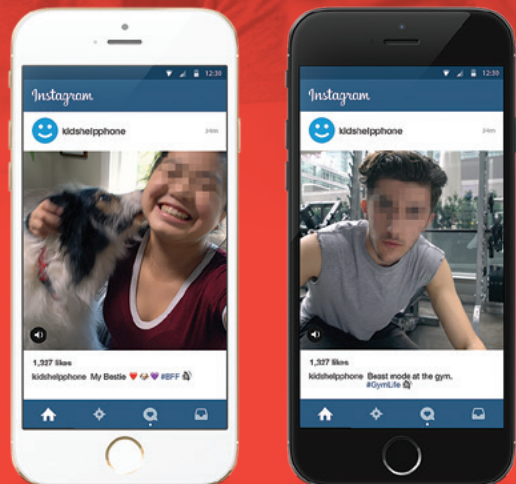


Digital Renewal

The digital help-seeking behaviors of young people are continuously changing, and in order to meet the current and future needs of Canada's young people, our digital service offerings must transform along with them. Our new website is mobile-responsive, and focuses on increasing access to support and information through user-centered search and easy-to-digest content. In response to the growing preference for our Live Chat service, we've redesigned our chat app, funded by Movember Foundation. The app offers an improved and simplified user experience, and the option to be notified when this service is open.

Digital Youth Outreach

Our upcoming youth campaigns will continue to shine a light on the challenges that young people are facing. The campaigns will let youth know that Kids Help Phone provides non-judgmental support and resources on issues such as body image, suicide, sexual orientation and relationships.



Kids Help Phone's Service

Kids Help Phone connects with young people every day by phone and Live Chat, providing credible information, referrals and professional counselling through these confidential and anonymous services. We're proud of what we accomplished in 2016 — from increasing numbers of online contacts, to overwhelmingly positive outcomes for the young people who reached out to us.

Ava's Story*

So I guess my thoughts of suicide started when my grandmother died. We were really close and after she died my parents and I never really talked about it. They became more and more distant. They went to work early and came home late. I was home alone a lot.

Everything changed. My dad moved out, my mom was always angry or upset and my grades got worse and worse. I was stressed and sad and frustrated all the time and I felt like there was nothing I could do to fix anything or to make myself feel better. I started thinking

if I could take my own life, I could escape and it would all be over.

I needed someone to talk to, someone who wouldn't judge me and who wouldn't see me as a disappointment. I was really hesitant to call Kids Help Phone but the counsellor got me talking. We talked about the fact that maybe I'd be doing better at school if my home life was calmer, and that made me feel like maybe everything wasn't my fault.

The biggest thing that happened during our chat was the counsellor asked what things were keeping me alive, and I said painting and listening to music. We made a safety plan, and part of it is me recognizing suicidal thoughts early and taking positive action by painting or listening to music, and talking to someone if the thoughts keep coming. The counsellor reminded me that I have good friends and people around me who truly care about me, and that I would benefit from ongoing support, too. I'm looking into that. And now I know I can always reach out to Kids Help Phone.

*Name changed for confidentiality.



Hi, welcome to Kids Help Phone chat! How can I help?

Hi, it's been a real bad week, I just need to talk to someone who won't judge me for once.

I tried to kill myself this week. Now I feel so weird. Like, blurry. Like life is just passing me by. I don't know, maybe I'm just being dramatic. But I just don't care if I live or die.

Well no, I don't think you're being dramatic, this is very serious and by all means it must've been a hard week, for sure.

And right now, on a scale of 1 to 10, 1 being you are at your absolute worst and you think you can't control yourself and you would attempt suicide, and 10 being very happy and good, where would you put yourself?

Around a 4 right now. I've been at least a 2 all week.

Okay, I'm glad to see that things are going at least a little better. So do you want to tell me a bit more about how you managed to deal with this tough week?

Kids Help Phone provided 170 counselling sessions per day, and 62,343 sessions in total. More than one-third (36%) of counselling sessions were conducted online using our Live Chat service.

Tim,* Former Service User

I first reached out to Kids Help Phone in grade eight, in the early 2000s. I remember seeing the number on posters around school and on TV, and I had a question that wasn't anything I could ask my friends about. The counsellor answered without judgement, so a year later when I was confused about my sexual orientation I began calling more. I needed to work through my feelings, and each time I reached out a counsellor listened to me, understood and helped me see

The counsellor answered without judgement, so a year later when I was confused about my sexual orientation I began calling more.

my options. Because of those positive experiences, I reached out several more times for other issues I felt uncomfortable speaking to friends and family about.

I remembered that experience, and years later, I decided to become a donor because I remember how tough it is to be a kid. I can't emphasize enough how necessary Kids Help Phone is. There was no Live Chat or BroTalk or Good2Talk when I was growing up but these services show Kids Help Phone is adapting with the needs of young people. It feels good to contribute towards making these and other new services possible.

*Name changed for confidentiality.

Patricia, Counsellor

I love the fact that every day is different at Kids Help Phone — every counselling session, every call and chat session. We tackle each situation as it comes and there's a lot of time to be present in the moment with the young person, accompanying them where they are at that moment in their life. By doing this, each day we discover truly unique young people and are there with them through each unique situation.



The three most frequently discussed issues during a counselling session were mental and emotional health (31%), peer and family relationships (28%) and suicide and suicide-related issues (9%)

Kids Help Phone's website received 1,083,840 website visits in 2016. 47% of visits were from mobile devices.

Post-secondary students reached out to us 19,780 times in 2016 using our Good2Talk mental health helpline in Ontario.



Kids Help Phone's professional counselling is effective. 93% of young people that participated in our 2016 Good2Talk Evaluation say they would call again and 90% of participants say they felt less distressed after contacting us.

Kids Help Phone's Volunteers

Volunteers are a key part of Kids Help Phone's past, present and future and continue to provide a vital service in ensuring Kids Help Phone can always be open. From leading our fundraising events, to providing critical expertise and influence on our Board and National Youth Council, our volunteers serve and live our mission and values.

Steven G. Golick, Founding Board Member

Kids Help Phone expresses its deep appreciation to Steven G. Golick, as he concludes his role as Kids Help Phone's Secretary and Advisor to the Board, after a remarkable 29 years of service. Steven first contributed his legal expertise to Kids Help Phone in 1988, when the Canadian Children's Foundation approached him to help launch a new charity to provide direct support to Canadian children.

Steven was highly engaged from the start, serving as a Board Director, corporate secretary and legal advisor, and on the Executive and other committees. Steven is the former chair of the insolvency and restructuring group at Osler, Hoskin and Harcourt LLP, having retired in 2015. As a result of Steven's leadership, Osler has been an integral and generous partner

In 2016, more than
1,000 people
from all across
Canada generously
volunteered their time
to Kids Help Phone
in support
of our mission.



Children are the
most vulnerable
people in our
society and they
deserve our
consideration
and protection.

in providing Kids Help Phone, as a beneficiary of the community law program, with exceptional, valuable legal services. In 2012, this included the historic efforts of the Osler team, led by Mahmud Jamal, Litigation Partner, in presenting Kids Help Phone's case as an intervener to the Supreme Court of Canada on the important issue of cyber-bullying.

Steven has demonstrated unwavering commitment to the mission, helping realize the charity's increased scope and impact.

In 2003 Steven was awarded National Volunteer of the Year. In 2012, when he received the special "Being There for Kids" award, Sharon Wood, President and CEO, described him as "a great and close friend to our organization, whose quiet inspiration, leadership and

involvement with our board and support of staff and our counsellors is truly exceptional." In 2013 Steven was awarded the Queen Elizabeth II Diamond Jubilee medal. In 2017, Kids Help Phone will present Steven with a Lifetime Achievement Award, in recognition of his outstanding contribution to the organization.

Steven looks forward to watching Kids Help Phone continue to grow and adopt new technologies. "Children are the most vulnerable people in our society and they deserve our support and protection," he says. "We are helping youth, one life at a time. Nothing could be more important."



Kids Help Phone staff are always super welcoming and helpful whenever we want to try a new idea. It makes me feel as if I'm part of a giant family.

**Jessica Cao,
National Youth Council Chair**

I'm a 21-year-old student at the University of Calgary. I've been a member of the National Youth Council since 2014 when it started, and now I'm the Council Chair. Kids Help Phone's mission strikes a personally meaningful note with me. Like many people, I had challenges and difficulties as a kid, and have since realized that services like counselling are for everyone, and that seeking help is not a weakness.

It was always easy for me to extend a helping hand to my friends who were going through a tough time. However, I realized there are situations that I am not equipped to handle. That's when I came to understand the value of having a free, accessible service like Kids Help Phone.

I volunteer for Kids Help Phone because I know my efforts go into supporting other young people in receiving the help and support they need. Kids Help Phone is also an organization of amazing people. It's always a blast to work with National Youth Council members and the incredible, dedicated Kids Help Phone staff.

Kids Help Phone plays a huge role in reaching out to youth and increasing the accessibility of support through counselling and referrals. I'm happy to do what I can to support this goal. As a volunteer, I especially appreciated involvement opportunities for youth, both at the school and organizational levels. Kids Help Phone staff are always super welcoming and helpful whenever we want to try a new idea. It makes me feel as if I'm part of a giant family.



Throughout every province and territory in Canada, volunteers gave their time to support Kids Help Phone.

Note: Personal stories, messages and interviews were condensed.

Kids Help Phone's Partners

Kids Help Phone successfully collaborated with numerous partners throughout 2016 to create impactful services and programs that support young people in Canada. Our partnerships – some of which we have profiled below – recognize the individual expertise of diverse organizations and pool our resources and talent to drive outcomes that we could not have achieved alone.

Girl Guides, Mighty Minds program partnership, Canada-wide

In consultation with Kids Help Phone, Girl Guides of Canada developed a new program for girls across its five branches and age ranges, from Sparks, Brownies and Guides to Pathfinders and Rangers. Mighty Minds promotes positive mental health and empowers girls to handle mental health challenges. “We really appreciate that Kids Help Phone is on the front lines, talking to children and youth every day,” said Leslie Noble, Girl Guides of Canada Coordinator, Program Development. “It’s been a fantastic experience working with Kids Help Phone. Your knowledge has been invaluable and we’re excited to continue to create programming for our members in a variety of new ways.”

We really appreciated that Kids Help Phone is on the front lines, talking to children and youth every day.



Girl Guides of Canada
Guides du Canada

Ontario 211, Good2Talk partnership, Ontario

Speaking about the Good2Talk partnership, Karen Milligan, Executive Director, Ontario 211, said that through Good2Talk, Ontario 211 has been able to leverage its telephone infrastructure and professional staff capacity as a ready-made access point to connect students with Kids Help Phone’s counsellors. “Post-secondary students have often struggled to find mental health supports, so the ability to give them a referral to a one-on-one 24/7 service has meant so much, to so many students who have contacted us. Kids Help Phone obviously has incredible expertise and knowledge around how to manage and counsel young people who are struggling with mental and emotional health issues and the Good2Talk partnership shows how much we can achieve when we pool our collective organizational expertise toward a common goal.”

Kids Help Phone obviously has incredible expertise and knowledge around how to manage and counsel young people who are struggling with mental health issues.



Steve Mathias, Foundry, British Columbia

Dr. Steve Mathias is a highly respected child and adolescent psychiatrist who continuously raises awareness about the mental health challenges young people may be facing. As the Executive Director of Foundry, Dr. Mathias understands

how essential Kids Help Phone is to the young people of British Columbia. “Along with being able to link kids to resources in their local community, Kids Help Phone also provides a real service, which



is to be there when young people need help,” said Dr. Mathias. “Kids Help Phone really is a tremendous support for communities across Canada, serving to bolster the capacity that those communities have to provide the help that a very large number of young people need.”

**Government of Saskatchewan, Saskatchewan,
Counsellor in the Classroom**

As part of an ongoing partnership between the Government of Saskatchewan and Kids Help Phone, 800 students in 28 classrooms from across the province participated in the Counsellor in the Classroom sessions between January and March 2016. The sessions were designed to build awareness around mental health and well-being, demystify the process of asking for help, prompt help-seeking behaviors and provide valuable information about Kids Help Phone's phone and online services. The partnership began in 2010 to create a safe and positive learning environment to improve student achievement and well-being, in which mental health plays an important part.



**Alouettes Foundation and Anthony Coady,
Montreal, Quebec**

Visiting 110 schools and reaching more than 45,000 students in 2016, the Montreal Alouettes Football team's 'Together at School/Ensemble à l'école' program encourages students to stay in school and work through personal challenges, as well as making them aware of mental and emotional health resources like Kids Help Phone. The Kids Help Phone logo appears on the player card they hand out at each school.

Anthony Coady who plays for the Montreal Alouettes in the CFL understands the value of a strong network of support. "I am where I am today because of all the support I was able to get from so many people. It's time for me to give back," said Anthony.



Note: Personal stories, messages and interviews were condensed.

Kids Help Phone's Donors

As a charity, we rely on the generous contributions of individuals, foundations, corporations and community fundraising activities to fund our essential service. Our donors — who come from all age ranges and all provinces and territories across Canada — are critical partners in our mission. Their support allows us to be there for all young people in Canada.

Kieran Drachenberg, Iqaluit, Nunavut

I'm the first openly transgendered person in our close-knit community of 8,000 people in Iqaluit. My mom was a really vocal advocate in the recent passage of Nunavut legislation to protect the rights of transgendered citizens and the Minister of Justice invited me as a guest to attend the passage of the amendment.

I'm Métis and I moved to Iqaluit from Owen Sound four years ago. I feel like there's more of a community here. The closeness of the people is a positive thing. The Métis believe in the equality of people and that we are all brothers and sisters.

I'm a user of Kids Help Phone's service and an active fundraiser. I always receive good advice. I know Kids Help Phone is working on getting texting. I think that's really great. A lot of youth have anxiety

about calling. There's also the issue of poor internet in the North. As a teen, I text a lot.

Six years ago, I participated in my first Walk So Kids Can Talk presented by BMO event. I've always been into charity and fundraising because I want to help people. When Justin Trudeau came here on the campaign trail, I was one of the people selected to ask a question. I asked him what the government's youth mental health strategy is.

If I could talk to a young person struggling with mental illness and thoughts of suicide, I would tell them it is very scary, and it can feel totally lonely. It does get better, but not right away. It's a long process: the first step is getting help. It's important to confide in someone you trust. Once you get help from a qualified professional, things can get brighter.



I'm a user of
Kids Help Phone's
service, and an active
fundraiser.



The 2016 Walk so Kids Can Talk presented by BMO was a record-breaking nationwide event, raising **\$3.58** million and involving more than **11,000** participants in **55** communities.

"I think this is an invaluable source for kids of all ages! Sometimes it is hard to talk to someone you know, just knowing that there is someone out there that will listen without judgement is fantastic!"

—
Walk participant

**Dr. Dan Stuart,
Halifax, Nova Scotia**

I'm an orthodontist with two practices in Halifax, with my partner Dr. Sarah Davidson. We decided to fundraise for Kids Help Phone after we lost three of our teen patients – two to suicide and the other to a drug overdose. It's really hard to understand why they died. They were getting good grades, had good parents and were beautiful people. We felt we couldn't just sit back and do nothing. That year our staff walked in the annual Walk so Kids Can Talk presented by BMO, and we held a contest for young people that offered them the chance to win an iPad if they put Kids Help Phone's number in their phone.

Those early fundraising efforts have evolved into an annual event, "Learn to Give," that's growing every year. We respect confidentiality and never say who we are doing it for, but I think of those three young people every day. They had so much potential they never knew they had. When I think of charities, no other organization fits our target demographic so perfectly as Kids Help Phone. It's just so reassuring to us that if any of our patients called, they would get the help they need.

Kids Help Phone's donors enabled us to expand our Live Chat service to provide 50% more sessions in 2016.



We decided to fundraise for Kids Help Phone after we lost three of our teen patients – two to suicide and the other to a drug overdose.

**Duncan Zayachkowski,
Toronto, Ontario**

Duncan Zayachkowski, an eighth grade student in Toronto, participated in the Walk So Kids Can Talk presented by BMO in 2016 with his friends from Scouts and school to remember their friend, Connor, who died by suicide in February last year. Duncan raised \$4,000, and collectively the team raised over \$31,000 in their friend's memory.

"It felt good to be doing something, and it helped provide closure to all Connor's friends," says Zayachkowski. "It was also good to know we're helping other kids not go through the same thing Connor went through. If I knew someone was going through a hard time or thinking of suicide, I would recommend Kids Help Phone because it gives you someone to talk to."

On their walk, Zayachkowski and his friends wore their Scout uniforms or the bright colours Connor loved so much. They also made a banner



for Connor's parents and Lego tributes to celebrate him, and say thank you for being a good friend. Duncan will continue to walk in Connor's memory, so long as he is able to walk.

Note: Personal stories, messages and interviews were condensed.

Kids Help Phone's Financials

Every Kids Help Phone donor has a direct impact on young people in Canada – we are only able to provide our essential services and resources through the generosity of donors like you. In 2016, you gave young people new ways to connect with Kids Help Phone through digital channels, community-based initiatives and School Clubs, in addition to greater access to professional counselling, expert information and local referrals.

| 2016 Revenue | Amount | % of Total Revenue |
|--|---------------------|--------------------|
| Events | | |
| Walk so Kids Can Talk presented by BMO | \$3,583,556 | 22% |
| Other Events | \$2,198,656 | 13% |
| General Donations and Grants | \$5,884,702 | 36% |
| Government Grants | | |
| Service Delivery | \$1,470,528 | 9% |
| Good2Talk* | \$3,146,823 | 19% |
| Other | \$100,028 | 1% |
| | \$16,384,293 | 100% |

| 2016 Expenses | Amount | % of Total Expenses |
|--------------------------|---------------------|---------------------|
| Service Delivery | | |
| Kids Help Phone | \$7,652,875 | 46% |
| Good2Talk* | \$3,146,823 | 19% |
| Fundraising and Events | \$4,152,114 | 25% |
| Administration and Other | \$1,553,247 | 10% |
| | \$16,505,059 | 100% |

Kids Help Phone is proud to be accredited with the Imagine Canada Standards Program, which holds us to the highest standards of ethical and financial accountability. The Standards Program Trustmark is a mark of Imagine Canada used under license by Kids Help Phone.



If you have any questions about how we fundraise, please contact us at 1-800-268-3062. Complete audited financial statements for the year ended December 31, 2016 are available upon request and on our website.

*Good2Talk: Kids Help Phone provides professional telephone counselling 24/7 to post-secondary students as a project partner in this Ontario Government-funded initiative.

Kids Help Phone Coast-to-Coast

Thank you to our network of community and corporate champions who contribute their time and share our passion and commitment to empower young people with Kids Help Phone's services and resources.

British Columbia



Vancouver Walk Committee members Dwain Garrod, Farrah Smith, Jeff McEwan and Don Clark doing some street marketing!

Alberta



Roman was our youth ambassador for the Shaw Charity Classic Birdies for Kids, of which Kids Help Phone was one of the beneficiaries.

Ontario



The Whitchurch Highlands Public School Mystery Egg Fundraising Committee has raised almost \$2,000 in support of Kids Help Phone.

Alberta



Sharon Wood, President & CEO, Kids Help Phone and Cheryl Treliving, Executive Director of the Boston Pizza Foundation Future Prospects, hosted an event at the East Edmonton Health Centre to share simple, practical tips about some of the most common challenges facing young people today.

Saskatchewan



The RCMP Charity Ball in support of Kids Help Phone in Regina, with special guest The Honourable Ralph Goodale, MP, Minister of Public Safety.

Quebec



Celebrating the Walk so Kids Can Talk presented by BMO in Montreal.

Atlantic



The 7th Annual Ruth Goldbloom Ladies Golf Classic at Glenn Arbour Golf Course in Nova Scotia.

Kids Help Phone Donor Recognition

Every donation to Kids Help Phone makes a difference. Your support guarantees that we are always there for young people in Canada, and helps us to further improve and extend our service offerings in the future. Thank you for all of your support.

Founding Partners

Bell Canada
BMO Bank of Montreal
Nestlé Canada
Parmalat Canada

Donors of \$100,000 +

Bell Canada
BMO Bank of Montreal
Boston Pizza Foundation Future Prospects
The Grocery Foundation
Landmark Cinemas Canada*
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In a time where growing up can be more stressful than ever, Kids Help Phone is a critical resource for kids navigating the world at school, online, in their communities, or with their families. Over the past 27 years, Kids Help Phone's transformation to stay connected and relevant truly benefits our young people and the communities where we live and work.

**—
Connie Stefankiewicz,
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*Gift in Kind and Financial Support
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**As a mom who has
 lost a child, I can
 tell you there is no
 deeper hurt. I may
 never recover from
 Amanda's death, but
 I will always advocate
 in her name for other
 young people. I'm a
 proud supporter
 and donor to
 Kids Help Phone —
 a charity that cares
 about the well-being of
 all youth in Canada.**

—
**Carol Todd,
 Amanda's Mom**

**Kids Help Phone
 continually re-invents
 its service to remain
 relevant to today's
 youth. They have
 harnessed the
 preferred technology
 of instant messaging
 to deliver life-changing
 and life-saving mental
 health support.**

**The Slight Family
 Foundation is proud to
 support the expansion
 of these services
 to reach more young
 people across Canada.**

—
**Gary Slight, President,
 The Slight Family
 Foundation**

Kids Help Phone's Leadership

Kids Help Phone's National Youth Council

Kids Help Phone's National Youth Council is a key component of our national youth engagement strategy. The Council is comprised of young people ages 14-25 from across Canada who are passionate about youth mental health and well-being. The Council's purpose is to provide leadership, direction and support to Kids Help Phone's programs and priorities, with each member also serving as an advocate in their own community. The group meets monthly to share ideas, provide insights, and collaborate on projects that directly impact Kids Help Phone's strategic directions. We look forward to continuing to expand the Council and its leadership voice in the coming years.

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Kids Help Phone's Directors are community and corporate leaders who share our vision and commitment to youth mental health and well-being.

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

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