

KidsHelpPhone.ca
1 800 668 6868

Kids Help Phone

Being There

2011 | Donor Impact Report



I think I was around 12 when I called Kids Help Phone. My father had been diagnosed with cancer years earlier, and it had been an ongoing battle since then. He had kidney cancer, stage four, the worst it could be. It was a very emotional time, and our family was told he wasn't going to make it. My dad went through three or four surgeries and several clinical trials. Because most of his treatments were in the United States, and I had to stay in Canada for school, I didn't have many people to talk to. My parents were away a lot. Or they would come home from a whole day of driving from a clinic and fall into bed after receiving more bad news... I don't think they had the strength to comfort me as much as I needed it, and I didn't have anywhere else to turn, particularly late at night when I thought about it the most.

One night, around midnight, I couldn't sleep and I was feeling so terribly sad and alone. Suddenly I thought of a logo and phone number I had seen several years earlier for Kids Help Phone at Boston Pizza. The number was easy to remember, and it came right back to me. I was lying in bed, under the covers, and I dialed. A woman answered and we talked for about half an hour. It was so good to talk to somebody and have that release! I cried for the first time in a while. She listened to me, acknowledged that my feelings were real, told me it was important to let myself feel them, and helped me to let go of a huge burden. I didn't have to give any personal information, which felt good because back then I didn't want anyone to know I had called. Having that privacy, even as a kid – I was aware of it.

My shoulders felt so much lighter the next day! It had been wonderful to hear this friendly voice, and to speak to someone who was clearly there to talk as long as I needed it.

I think my parents always thought... oh well, we can do it all, we can be there for her. My parents are amazing, but there's no such thing as Super Mom and Super Dad; there's always going to be a time when as a kid, you need that extra support. I'm so glad Kids Help Phone was there.

Today I'm happy to say that my dad is fine. He was a medical miracle, and now he's been in remission since 2007. We've been so incredibly lucky!

As for me, I know that call changed my life. I find I'm doing a lot of "helping" work right now – I volunteer as a crisis responder in my university dorm and often have younger students coming to me in the middle of the night, and I also work for my school's sexual assault centre – and I think I do these things partly as a result of that one phone call. Whenever it's difficult I think, "I needed help once, and now I am there for somebody else." I have a feeling my future career path will have something to do with helping others.



It meant so much to me during that really bleak time to speak to such a wonderfully caring counsellor, whoever she was. Today I tell everyone I can about Kids Help Phone.

~ **Alexa**, university student

Kids Help Phone... leading the way

Kids Help Phone is a Canadian and world leader, known for its expertise in providing vital, innovative and professional counselling services to children and youth.

Since 1989 we have offered children, teens and young adults a critical lifeline of hope and support through our free, anonymous and confidential services. Kids Help Phone's counsellors support the mental health and well-being of young people ages five to 20, in urban, rural, and remote communities, by providing one-on-one counselling, information and resources online and by phone. Young people rely on us for help with a wide variety of issues, from struggles in family relationships and stress at school to depression, self-harm and abuse, and everything in between.

Our internationally recognized, award-winning websites at kidshelpphone.ca are considered a model of youth-focused interactive design, and offer online counselling forums and engaging, therapeutic games, tools and information to encourage resilience and self-care.

Because Kids Help Phone talks to thousands of young people across Canada every week, we really do know what is on their minds, and often share our insights nationally and internationally, contributing to public policy and discourse about children's well-being.

A community-based national charity, Kids Help Phone receives no core government funding and relies on community and corporate support to keep our essential service available. We're a lifeline available to every young person in Canada, 24 hours a day, 365 days a year, in English and in French.



2011 | Donor Impact Report

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Thank You!

Dear Kids Help Phone Community:

The year 2011 has been an important one in “being there” – being a lifeline, available to the 6.5 million young people in Canada. Thanks to your support, passion, and generosity, you’ve offered kids, teens and young adults many incredible advances this year – and unwavering help and hope.

Thanks to you, Kids Help Phone has been preparing for LiveChat counselling. Young people first started requesting online, real-time counselling a couple of years ago – and we heard and answered them. We are proud that Kids Help Phone has become known for its effort and innovation in staying current with young people’s use of technology.

Thanks to you, we continue to be an important go-to resource in terms of young people’s mental health and well-being, for the public, the media, educators, and parents. We are active and ahead of the curve on the latest issues that affect young people, whether we are serving on a Government of Nova Scotia task force on cyberbullying, or speaking out about the need for more support for the Aboriginal children of Attawapiskat.

Thanks to you, our work is informed by the best available clinical evidence, and we collaborate with leading researchers to contribute to the global knowledge-base about child welfare. We frequently act as an advisor or partner to governments, contributing to key public policy discussions. And we are involved on the global stage, working with like-minded organizations nationally and internationally, striving to create a more supportive world for young people.

Your impact in supporting Kids Help Phone is significant, important, and critical. You are there for the kids, teens and young adults who reach out to us 5,000 times a week about everything and anything, from stress about school to dealing with bullying to thoughts of suicide, and everything in between, all of them in emotional distress in some way or another.

You are there for the child who gets engaged by a therapeutic game on kidshelpphone.ca and learns something important about self-care. You are there for the teenager who is feeling anxious about schoolwork and visits our website, and then notices another topic that might help a friend struggling with depression. You support the young person who sees one of our school presentations or television ads and finally understands she is being abused – and has an idea of how to get support.

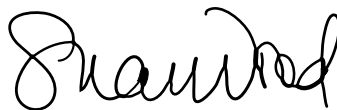
You are there for all the kids and teens calling about tough issues in the middle of the night, and for the thousands of children and youth who reach out to us every year when they are in immediate danger.

You empower hundreds of thousands of kids, helping them to create better lives for themselves, and in the process, a better society. One chat conversation, one phone call, can change – even save – a life.

While our work is not over yet (there is still much more to be done to “be there” for young people as much as they need us – see page 73), we are making important strides. Your support matters deeply, and you make it all possible. On behalf of all the young people you help, thank you!



Kerry Arbour
Chair, Board of Directors



Sharon Wood
President and CEO



**Being there...
Kids Help Phone at a glance**



What it's like to be a young person...

Can you imagine... being 8 and growing up in a confusing household? Your mom is never around, and your dad, the person who cares for you, acts strangely all the time. Some days he is quiet and seems really sad – and everything stops. You stay out of his way and don't bring friends over. Other times, he is really happy, and behaves as if nothing is wrong. You can't figure out why your dad acts this way. Nobody else lives in a house like this – how would they ever understand? And you love your dad and know he loves you – how could you ever reveal his secret?

Can you imagine... being 15, and in the fight of your life with your parents? You're a girl who is dating someone three years older than you and from a different religion, and your parents have just found out and they don't approve. He's a great guy and treating you well. Why can't they be more open to your choices? Why don't they seem to trust you, and what can you do about it?

Can you imagine... being 17, at university and away from home for the first time? You were always a good student, but here everything is moving so quickly, the work seems much harder, and your grades have fallen. You're not sure why you're not doing well, but every day is a struggle. There's so much reading, so many assignments, and not enough time in the day – or the night – to keep up. You're stressed, anxious, and can't think about anything else. Your mom calls every day and has high expectations, which makes it hard to tell her how you feel – so you don't. Plus, your parents have stressful jobs and their own problems. They know you're a responsible person who can handle things, and you don't want to burden them. Meanwhile, exams start in a few weeks....

Being there...

Kids Help Phone at a glance

A safety net

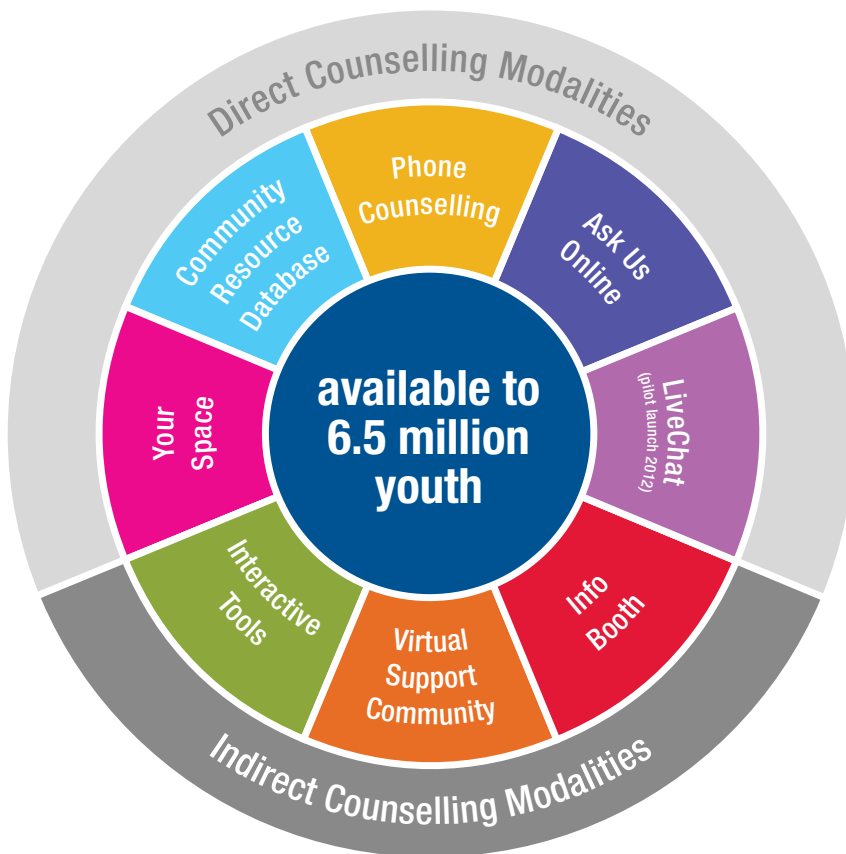
Being a young person can be difficult, and kids, teens, and young adults today are dealing with so much more, and so much earlier.

Many young people experience trauma or dysfunction and struggle to cope. But all young people – even those not traditionally considered vulnerable – experience sadness, frustration, fear, uncertainty, loneliness, or stress at some point in their lives.

No parent or caregiver can be everything to a child, and all young people benefit from extra support from caring adults in tough moments. When they need a trusted resource to reach out to, Kids Help Phone is there.

How they connect

Kids Help Phone serves young people from five to 20. We offer eight different approaches to professional counselling, to ensure they have many options to meet their needs. All of our services are confidential and anonymous – young people know we don't use call display, trace calls or IP addresses, or collect names or other identifying information.



- Phone Counselling:**
 1-800-668-6868 for immediate, professional counselling by phone, 24/7/365

- Ask Us Online:**
 Counselling by online post

- Info Booth:**
 Access to thoroughly researched, clinically endorsed content

- Virtual Support Community:**
 Navigating in a virtual support community, viewing other kids' online posts and counsellors' responses (each post is viewed 50 times, on average)

- Interactive Tools:**
 Interactive games and tools to promote self-care and resiliency

- Your Space:**
 Where young people share their thoughts and feelings in a safe environment

- Community Resource Database:**
 38,000 agencies serving young people in more than 4,000 communities, the most comprehensive such listing in Canada

- LiveChat:**
 One-on-one counselling in real time online (pilot launch 2012)

100%

of young people connecting with Kids Help Phone are in emotional distress, whether they are struggling with family and peer relationships, worried about a friend, dealing with mental health challenges, feeling anxious about school, or even experiencing violence or aggression. Whatever the reason, Kids Help Phone is there.



Every day, we provide young people with help and hope by

- Helping them through the toughest transitions they see growing up – starting with the adjustment to full-time school life and ending with the beginning of their independent life as an adult
- Offering a safe, non-judgemental space to work through thoughts and emotions
- Believing in them, helping them find their own solutions, and building their resiliency and confidence
- Helping them to become “unstuck” and to look at a problem from different perspectives
- Providing an opportunity to practice help-seeking behaviour and self-care strategies
- Helping them to develop social and emotional competencies
- Connecting those who need additional support to other youth-serving agencies and resources, using our community resource database
- Offering interim care for those on waiting lists for clinical treatment or between appointments
- Being a lifeline for young people who are at a point of serious crisis

Professional counselling for kids

While some helplines rely on volunteers, at Kids Help Phone, our 70 full-time, part-time and relief counsellors are highly experienced professional staff who come from a range of academic and clinical backgrounds, from hospitals and schools to child protection. All have three to five years of counselling experience before they come to Kids Help Phone, and many bring expertise in specific areas, such as eating disorders, gangs, gaming addictions, or sexual abuse.

Our counsellors say...

“One of the most understated facts about youth today is they don’t really know how amazing they are. And I don’t think it hurts to have people like us at Kids Help Phone to remind them: don’t forget that you’re a good person. Don’t forget to keep striving for the best, because you deserve that.”

- Counsellor Duane

“Often by the time they get to us, young people will tell us that 25 people have already told them what to do, as opposed to somebody asking them, well, what do YOU think you can do about this? Our service empowers them, because it brings out their voices. And it allows them to learn and put what they learn into practice.”

- Counsellor Maria

“What we do is fill in the gaps a little bit. It’s being a support specific to what that young person needs. We’re not guessing. Young people are coming directly to us and saying exactly what it is they’re looking for, and opening up in a different way than they would to a parent or friend.”

- Counsellor Caitlin

Young people say...

“Through my years of growing up, you’ve helped me with school issues, Family life, becoming a teenager, Friends, and everything else! ... You’ve really helped me mature and grow as a person knowing what to do in so many situations, good and bad. So I just wanted to say thank you for helping all of us!”

- actual post from kidshelpphone.ca

“when i post a message to Kids Help Phone i feel sooooo protected and safe and i can just be myself when I write to u guys...i feel better and i have more confidence in [my] life. thank you soooooo much. That is all i can say right, now thank you!!!!!!!!!!!!!!”

- actual post from kidshelpphone.ca

“You guys are the only ones who i think i can really tell EVERYTHING that is going on with me. I don’t think i can ever tell anyone that i have had thoughts of suicide and that i still have them sometimes. I don’t think i can tell other people how i really, truly feel. Thanks for being here for me and for all of the kids/ teens in Canada. Thank you so much.”

- actual post from kidshelpphone.ca



Amazing!

Young people in Canada reach out to Kids Help Phone 5,000 times a week, from thousands of urban, rural and remote communities across Canada.

Kidshelpphone.ca's counselling pages, therapeutic tools, and youth-focused, clinically endorsed information are seen 5.1 million times by young people each year.

Kids Help Phone connects thousands of young people each year to on-the-ground services, such as emergency medical services, counselling centres, shelters, child protection agencies and health clinics.

Kids Help Phone helps two young people each day, on average, in a crisis that threatens their immediate safety.

Kids Help Phone receives 400 calls, posts, or letters a year from young people who just want to say "thanks."

By the numbers...

being a young person today

7 In Canada, a child or teen is bullied every seven minutes on the playground (50% of them never tell an adult)

65% 65% of young people who responded to a Kids Help Phone survey said they had been cyberbullied

1 in 5 Almost one in five young people live with mental disorders

75% 75% of mental disorders develop by age 24; 50% by age 14

5 to 6 The rate of suicide among youth who are Aboriginal is estimated to be five to six times higher than among non-Aboriginal youth

1 in 5 Only one in five children in Canada who need mental health services ever receives professional help

40% More than 40% of young people in grade 11 say they have already had intercourse

1 in 3 At least one in three young people experience maltreatment (physical, sexual, or emotional abuse or neglect) in childhood

3.2 M 3.2 million young people ages 12 to 19 are at risk for developing depression

2nd Suicide is the second leading cause of death for young people, after accidents

150,000 More than 150,000 Aboriginal children in Canada were taken from families and put in residential schools (Aboriginal children and parents today still deal with the aftermath)

3 LGBTQ (lesbian, gay, bisexual, trans, queer and questioning) youth are approximately three times more likely to attempt suicide than their peers

Sources: see page 76.

By the numbers...

how we help

6.5 M Kids Help Phone is available for the 6.5 million young people in Canada between the ages of five and 20, when and how they need us the most

5,000 Young people in Canada reach out to Kids Help Phone more than 5,000 times each week on average

2 Each day, on average, two young people in situations that put them in immediate danger (because of suicide risk, abuse from a parent, or other reasons) receive help from us

138,000 Kidshelpphone.ca contains a repository of more than 138,000 posts from young people who asked for – and received – a reply from a professional counsellor

38,000 Our community resource database contains 38,000 listings for organizations where kids can get help locally, such as counselling centres, shelters and health clinics (the most comprehensive resource of its kind in Canada)

24/7/365 We are open 24 hours a day,
7 days a week,
365 days a year

5.1M Young people access kidshelphone.ca's counselling,
therapeutic tools, and clinically endorsed information
5.1 million times each year

93% 93% of children and young adults in Canada say
they are aware of Kids Help Phone

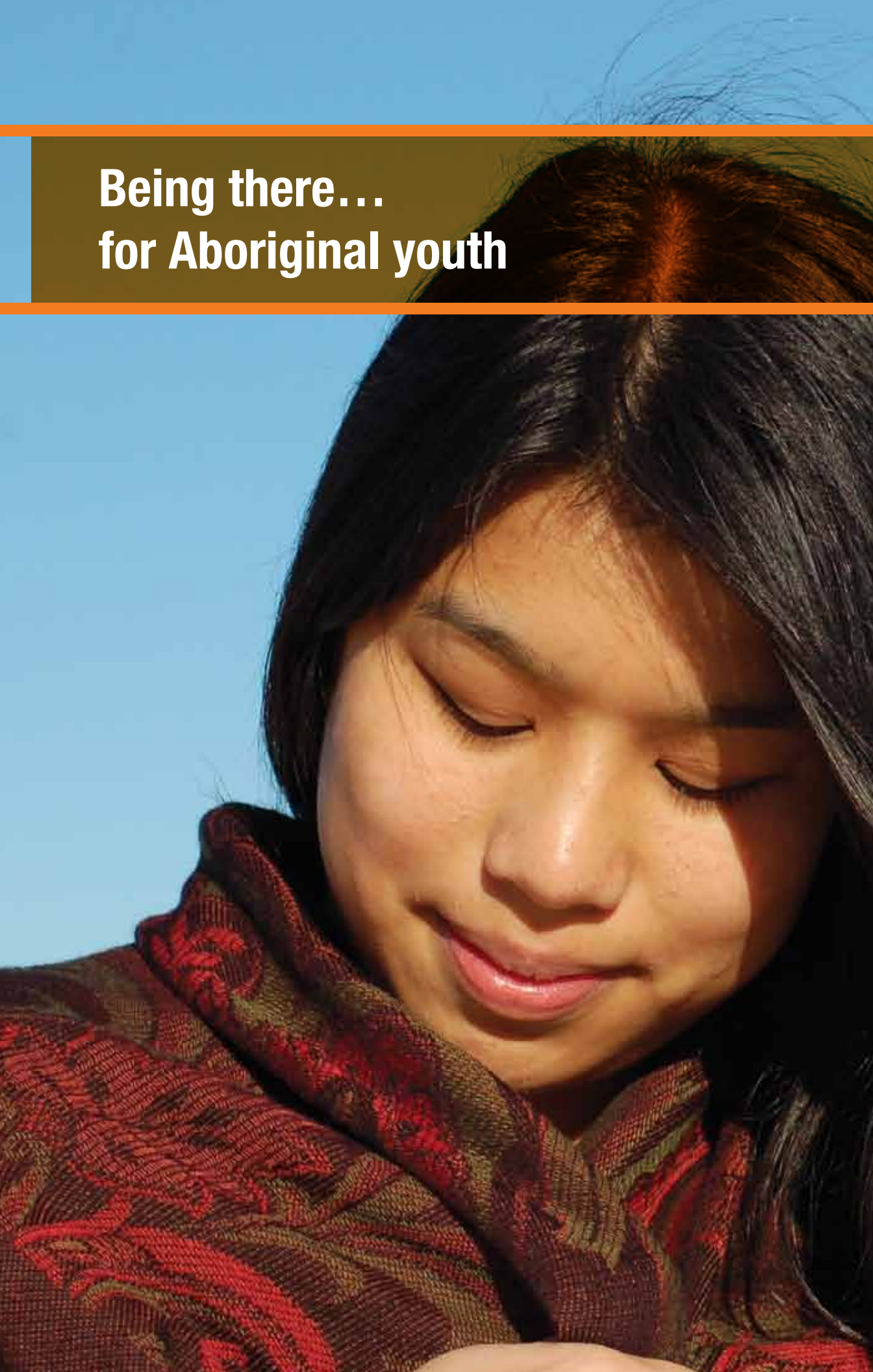
50 Each child or teen's post on kidshelpphone.ca is
read 50 times, on average, by other young people

8 We offer eight different professional counselling
modalities, including chat, therapeutic games and
tools, and a virtual support community.

70 Kids Help Phone employs 70 full-time, part-time
and relief professional counsellors from a variety of
academic and clinical backgrounds

Sources: see page 76.

**Being there...
for Aboriginal youth**



Children who are Aboriginal face the same issues as other children...often alongside challenges such as isolation, racism, lack of basic infrastructure and services supporting physical or mental health, and coping with the legacy of intergenerational trauma brought about through the residential school system.

Kids Help Phone is committed to being there for First Nations, Métis and Inuit youth, and to engaging in continuous learning to ensure that our services are culturally respectful and meet the needs of young people who are Aboriginal, whether they live in large cities, fly-in communities, or anywhere in between. In recent years, we have been working even harder to offer Aboriginal children the support they deserve – and let them know we are there for them.

Healthy Communities Project

With a grant from the Ontario Ministry of Health Promotion and Sport, and working with a number of partners (Wawatay News – Seven Youth Media, the First Nations Child and Family Caring Society, and The National Aboriginal Health Organization), we undertook a project in 2010 and 2011 called Healthy Communities: Building Capacities to Better Support Aboriginal Youth.

The project began with workshops for Kids Help Phone staff on cultural competency, ethical protocols and best practices. The second phase involved knowledge exchange focus groups, held between February and April 2011. Led by Healthy Communities Project Assistant Springwater Hester-Meawassige, a group of Kids Help Phone counsellors and staff visited five Ontario communities – Moose Factory, Serpent River, Toronto, Kettle and Stony Point, and Thunder Bay, meeting with 275 young people, community Elders and youth service providers. The group learned that to many communities, Kids Help Phone is highly valued, since it is anonymous and may be the only toll-free phone service that actually works in a remote area. They also received valuable feedback about engaging youth from an Aboriginal perspective.

The project's final phase involved incorporating focus group learnings into Kids Help Phone's core training structure, resource library, outreach materials, and community resource database. We also launched a "You are not alone" outreach campaign in partnership with the Native Canadian Centre, where we distributed more than 1,300 Kids Help Phone Aboriginal-focused posters and wallet cards that were designed by and for Aboriginal youth themselves. These materials were shared with other young people during National Aboriginal Day celebrations and through reserves, friendship centres, community organizations, and Aboriginal child welfare agencies across Canada.

Reflections on Healthy Communities Focus Groups

“One of the teachers in Moose Factory shared that it takes months for the youth to open up. Another teacher also shared that when she had a crisis, she went to the hospital but was turned away because it was an emotional crisis, not a physical one. Kids Help Phone is just a phone call away. It is important that we reach isolated communities, so they know that there is help, and that there is hope.”

Sara Phoenix Shwadchuck, Kids Help Phone Counsellor

“The youth provided a lot of interesting and creative feedback. I loved seeing the sense of community and pride that they had. I found that after this experience I was able to recognize more Aboriginal callers. Just being able to recognize and have a better understanding of Aboriginal youth will help the young people who contact Kids Help Phone.”

Brynna Lemmex, Kids Help Phone Counsellor

“When you’re working with Aboriginal youth in remote and rural communities, they don’t always have access to social workers, counsellors, or even their family doctor, so having a service like Kids Help Phone is definitely beneficial. When we went up to communities in James Bay and met some of the kids from Attawapiskat/Kashechewan, they really appreciated that Kids Help Phone is available all across Canada. Youth that are in rural communities don’t have many options.”

Springwater Hester-Meawassige, Healthy Communities Project Assistant

Speaking Out on Attawapiskat

In 2011, Kids Help Phone continued its advocacy for Canada's Aboriginal children and youth when President and CEO Sharon Wood sent an open letter to media outlets across Canada in response to the Attawapiskat housing crisis in Northern Ontario. The letter called on Canada's governments to do more to ensure that Aboriginal families in remote communities have the resources required to foster physical and mental health and well-being.

"I'm native and my family recently moved to the reserve where my parents lived when they were little. ...Do you think that residential schools is why so many native people are depressed? I know not all are but around here it seems like that. I'm also afraid for my dad. He is always talking about how hard everything is for native people and he was never like this before. Many of my family claim that the hardache is past down through generations and I'm afraid I will end up like them!"
- actual post from kidshelpphone.ca

**Being there...
mental health literacy and service outreach**



Top of Mind

Kids Help Phone's outreach efforts are widespread. Thanks to our relationships with many sponsors and supporters, information about Kids Help Phone appears in schools across Canada, in the media, on the Internet, and on packaging for some of the most popular products young people use every day.

We also deliver mental health literacy and outreach presentations in communities across Canada, and serve as a trusted source of referral for other respected youth-focused organizations. These include schools, child protection agencies, government ministries and agencies, police departments, community health centres, shelters, mental health agencies and other social service organizations, child advocacy offices and youth-focused web communities.

Thanks to Kids Help Phone's school programs and our extensive, youth-focused marketing (ads on television, on YouTube, in retail outlets and movie theatres, on youth-focused product packaging, and more), awareness levels about our services are very high; 93% of youth in Canada have heard of Kids Help Phone.

Source: see page 76.

In 2011...

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

wallet cards:

1,000,000

posters:

115,000

brochures:

200,000

We shared Kids Help Phone materials with more than 16,200 youth-serving organizations

primary, secondary, post-secondary schools:

15,500

government offices and agencies:

200

youth-focused businesses:

70

social services agencies and community centres:

450

We appeared in presentations in communities across Canada

more than

300

presentations made

(reaching young people; parents; the public; national organizations such as the Canadian Safe School Network; and professionals across the mental health, social service, government and education sectors)

Youth Engagement

In 2011, thanks to the generous program support of BMO Financial Group, Kids Help Phone set the stage to further involve the best experts on youth in our operations – youth themselves – through the development of a new **Youth Engagement** (YE) strategy. YE allows young people to make meaningful contributions to programs and policies that impact their own lives. The idea is that users of a service should have input and real decision-making power, and also offer valuable insights into that service.

The process was guided by YE experts from the Laidlaw Foundation and The Students Commission (which leads Canada's Centre of Excellence for Youth Engagement). A working group of staff and young people recommended a number of programs to provide opportunities for youth to get involved in service, volunteerism, fundraising, governance and decision-making at Kids Help Phone. In 2012, a steering group will begin working on these recommendations.

We also work with **Mind Your Mind**, an award-winning youth mental health organization with considerable expertise in online youth engagement. In 2011, Mind Your Mind co-facilitated a workshop with Kids Help Phone where young people developed ideas for Kids Help Phone's **first mobile app** (one of their designs is being developed for release in 2012). We also launched **True Colours** in 2011, a therapeutic online game helping kids to learn about self-worth, body image, and sexual/gender identity, which grew out of youth engagement sessions with Mind Your Mind.

The Jack Project at Kids Help Phone

The Jack Project at Kids Help Phone was launched as a pilot project in the fall of 2010 to promote positive mental health and well-being for young adults facing the transition from high school to adult life and to empower parents and educators in supporting these young people. The pilot phase of The Jack Project at Kids Help Phone involved more than 100 mental health literacy presentations and workshops in 36 Ontario high schools, post-secondary institutions and other organizations during the 2011-12 school year, offering critical mental health information and support to students. The Jack Project is the legacy of Eric Windeler and Sandra Hanington's son Jack Windeler who died by suicide in 2010 during his first year of studies at Queen's University. In 2012, Kids Help Phone will be sharing findings from the pilot with stakeholders from the mental health and education sectors across Canada.

Raise Your Voice

In 2011, the fifth installment of the **Kids Help Phone School Tour** hit the road, presented by **Motorola's Raise Your Voice** program, reaching 15,000 elementary and secondary students, in English and French, in 23 presentations. Held in Québec City, Halifax, and southern Ontario (Mississauga, Pickering, Whitby, Hamilton, and Brampton), the tour featured three Kids Help Phone professional counsellors who gave informative, interactive presentations to young people to let them know about our 24/7/365 service and reduce stigma about seeking help and support. The tour also introduced Kids Help Phone's new therapeutic game, True Colours, and provided teachers with Kids Help Phone/child safety DVDs and lesson plans.



Kids Help Phone

The fun continues on the Kids Help Phone School Tour thanks to Motorola Canada. This morning we're at Pickering High School in Ajax, Ontario. Here's Ivy Prosper - Public Speaker - TV Host talking to the school's 500 students. This tour is presented by Motorola Raise Your Voice.



829 People Reached · 9 People Talking About This

Like · Comment · Share · October 25 at 9:28am · 🌐

👍 Isa Prosper and 7 others like this.

💬 1 share



Mary Merheje How can you arrange for the kids help phone to come to a school

October 25 at 2:27pm · Like



Kids Help Phone This year's School Tour is already booked but we are taking names if anyone is interested in being notified for future opportunities. You can send an email to liz.worth@kidshelpphone.ca with your contact information and school name and location.

October 25 at 2:47pm · Like



Child Helpline International What a great way to reach out and make sure kids know there's someone to talk to :)

October 27 at 4:48am · Like

Write a comment...



Thanks to Kids Help Phone my friend does not want to kill himself anymore!!!!!! Thank You sooo much!!!!!!!!!!!!!!

Like · Comment · October 18 at 5:00pm · 🌐

👍 2 people like this.



Amy Jane Kids help phone has great counsellors...:)

October 24 at 10:03am · Like



yeah the people who came to my school were awesome

October 24 at 3:39pm · Like

Write a comment...



@KidsHelpPhone

Kids Help Phone

Our counsellor Duane and
[@SeeInnerBeauty](#) in Brampton for the
Kids Help Phone School Tour, presented
by [@Motorola_CA](#):
pic.twitter.com/SteuTAKb



**Being there...
through thought leadership**



Because Kids Help Phone talks to thousands of children, teens and young adults across Canada each week, we know what's on their minds. This gives us a unique perspective that allows us to share the voice of kids in Canada and recognize emerging issues for young people – often long before they become front-page news. As a national thought leader about what children in Canada think, feel, and experience, we often contribute to public discourse, offering insights and key learning from children and our counsellors.

Public Education

Kids Help Phone reaches out in numerous ways each year to share our knowledge about issues that affect young people with key stakeholder groups.

Working with our clinical advisory team, we survey young people through kidshelpphone.ca and publish **Critical Issue Reports** based on their feedback. These reports are shared with the media, social service agencies, academic institutions, educators, and corporations. In 2011, we released two such reports:

- **Cyberbullying: Reality Check** was an update to our 2007 report on the same topic, offering an in-depth analysis of cyberbullying trends and characteristics and revealing how pervasive the issue had become in just four years. Noting that technology is here to stay, the report offered concrete recommendations for governments, schools and social services organizations to deal with the issue.
- **Youth Mental Health and Well-Being: What's Hope Got to Do with It?** provided a rigorous analysis of young people's feelings of hope and hopelessness and presented practical suggestions for parents, caregivers and young people themselves on how to nurture mental health and hope.

In 2011, we also produced four new clinically vetted tip sheets (Online Safety, Self-Harm, Suicide, and Hope) in our series designed to provide targeted suggestions to help parents and educators support young people's well-being and therapeutic outcomes.

Kids Help Phone also played an essential role in 2011 in support of several **national awareness weeks**:

- **National Volunteer Week** (April), where we celebrated our network of thousands of dedicated volunteers across the country
- **Mental Illness Awareness Week** (October), which saw a number of news stories and live town hall or online chat discussions where Kids Help Phone spoke about young people's mental health and well-being
- **Bullying Awareness Week** (November), where we launched a national campaign to encourage adults and young people to take a stand against cyberbullying. Our campaign clearly resonated, as counsellors reported a huge surge in demand that week from courageous young people seeking help to deal with bullying in their lives.

Kids Help Phone in the Media

Journalists see Kids Help Phone as an authority on youth issues. In 2011, Kids Help Phone's professional counsellors were invited to comment in close to 200 new stories, from radio to television and blogs to print media. Highlights of our outreach include launching a successful monthly media campaign to focus on a different topic every month, such as bullying, mental health, Aboriginal youth, back to school, online safety, and the holidays. This became an effective way to open a public dialogue about a variety of issues of importance to young people.

Working with Governments

Kids Help Phone increasingly works as an advisor or partner to government, and is widely recognized as a critical, frontline support in the mental health service sector. In 2011:

- The Ontario Ministry of Education recognized Kids Help Phone as part of the Government of Ontario's bullying prevention initiative and mental health strategy through a three-year project renewal agreement. The Ontario Ministry of Health Promotion and Sport also provided support for our Healthy Communities project.

- Kids Help Phone was invited, along with other stakeholders such as the RCMP and the Canadian Mental Health Association, to serve on the working group for the Nova Scotia government's Department of Education Cyberbullying Task Force. The Task Force's report cited Kids Help Phone as a source numerous times and contained several recommendations referring to our organization. The Nova Scotia Legislative Assembly also passed a resolution to recognize Kids Help Phone for its critical role in the well-being and mental health of children and youth in Canada.

Growing our Expertise

Developed by our expert research department, Kids Help Phone's **Knowledge Mobilization System** (KMS) contains up-to-date, clinically sound, evidence-based content and counselling best practices on more than 55 topics impacting young people, along with related external material including published articles from industry journals, media articles, provincial and federal legislation, and trustworthy sources of youth-focused information.

Research on any new topic in the KMS begins with a review of young people's questions, ensuring our approach is age-appropriate and informed by a youth perspective. Kids Help Phone researchers worked on a number of KMS topics in 2011, covering everything from Child Exploitation and Fetal Alcohol Spectrum Disorder to Sadness and Online Gaming. External subject matter experts, typically world leaders in their fields, review this content as well. In 2011 we worked with experts from:

- University of Strathclyde, Glasgow, UK
- The Office to Combat Trafficking in Persons, British Columbia
- Faculty of Social Work, University of Toronto, Ontario
- St. Mary's University, Halifax, Nova Scotia

An indispensable repository, the KMS is used to develop the interactive tools and information on kidshelpphone.ca and is an invaluable tool for our professional counsellors, providing instant access to the information they need to help young people.

A young woman with dark hair is shown from the chest up, looking down at a laptop keyboard. She has a gold ring on her forehead. The background is a soft, out-of-focus blue and white. A pink horizontal bar is at the top of the image.

Being there... research and innovation

What if someone is in serious trouble and can't get to a phone? You should have something like msn where you can chat live with a counselor...

- actual post from kidshelpphone.ca

At Kids Help Phone, research and innovation underlie our values and practices as an organization. Because we are constantly in touch with young people, we frequently partner with leading Canadian researchers who work with us on studies that contribute to the knowledge base around the experiences, needs and well-being of children and youth. We also conduct our own research on the efficacy of Kids Help Phone's counselling modalities to demonstrate accountability and ensure we are offering young people the highest quality of service possible, informed by the most rigorous of evidence. In 2011, we began to conduct research on three of our counselling modalities – LiveChat, Ask Us Online, and 1-800-668-6868.

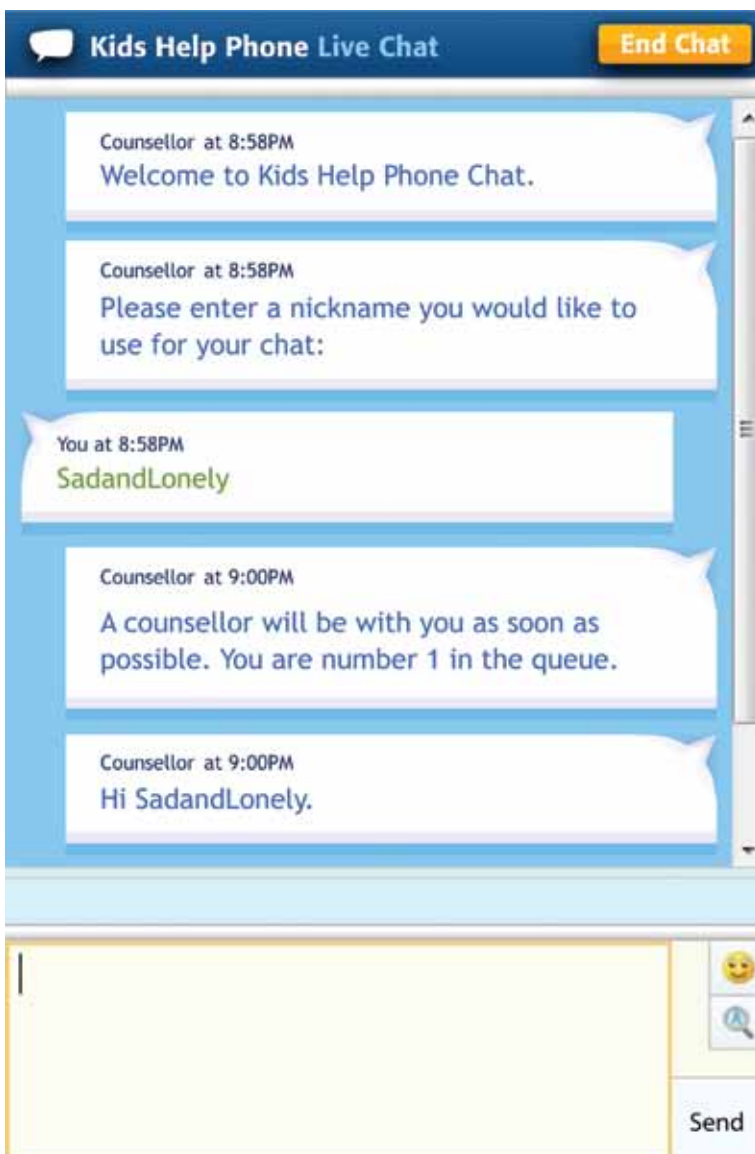
LiveChat Pilot

Throughout 2011, Kids Help Phone prepared to launch a 2012 pilot for a new counselling modality, LiveChat. For several years, young people have been keenly requesting counselling services in real time using a computer or smart phone – and we have been working to deliver.

Preparing for the pilot included intensive research and planning which included:

- Consultation with 500 young people across Canada to learn how they might benefit from this service.
- Research sessions with helplines from other countries that use chat counselling, including Kids Helpline Australia, a leading national helpline of a similar scope to Kids Help Phone.
- Technical development to integrate the chat system seamlessly into Kids Help Phone's existing call centre management platform. This new state-of-the-art infrastructure assists with the efficient scheduling of counselling resources and safeguards the anonymity and confidentiality of young users.
- Extensive usability testing with young people across Canada, consultation with visitors at kidshelpphone.ca to select the interface's look-and-feel, and testing of LiveChat on popular mobile devices (iPhone, BlackBerry, Android).
- Training for Kids Help Phone's professional counsellors on how to transfer counselling skills to this new modality, focusing on both theory and technology/practice.

Most importantly, introducing LiveChat counselling will provide an unparalleled opportunity to systematically measure our impact in a way we have never been able to before. Working with evaluation experts at the University of Toronto's Factor-Inwentash Faculty of Social Work, we built a research component into the pilot that allows us to measure changes in young people's feelings of distress, self-efficacy, and hope before and after they receive counselling – areas in which our clinical approach works to effect positive change. Being able to reliably track and understand the impact of LiveChat is a groundbreaking step for Kids Help Phone. Our survey of global child helplines indicates that our evaluation approach is one of the most comprehensive in the world.



Ask Us Online Evaluation

In October 2011, we surveyed young users of our Ask Us Online professional counselling service by web post, and what they said came through loud and clear: they found it an essential service. They appreciated Ask Us Online for a variety of reasons, including the opportunity for self-reflection and privacy, and the way the service made them feel less nervous about seeking help. More than 80% said they found responses from counsellors “helpful” or “very helpful.”

What young people say about why they choose Ask Us Online:

“I’m not aloud to use the phone :(”

“When I talk on the phone, I cry uncontrollably about my situation”

“I stutter :/ so i like being able to write it out rather than try to talk with the person on the phone”

“I can look back on the replies from the counsellors if I still need to”

“It’s a great way for me to organize my thoughts without worrying about being judged by others.”

“You’ve helped me through a lot of my lifes hard times. Thank you.”

Phone Evaluation

“Kids Help Phone has consistently demonstrated their commitment to program evaluation as a way to deliver the best service possible for young people.”

- Ian Manion, PhD, CPsych Executive Director,
Ontario Centre of Excellence for Child and Youth Mental Health

Kids Help Phone received a Planning Evaluation Grant from Ontario’s Centre of Excellence in Child and Youth Mental Health in 2011 to build our research design capacity and conduct an assessment of our longest-running counselling modality, our phone service. A full report outlining our results will be ready in early 2013, but here is a sneak peak of what some young people in the study had to say about our professional counselling by phone:

“Good for emergencies, can call in different environments (outside, during an event.) Good professional service, felt supported, called frequently before. Really helped me come very far.”

“It’s awesome, and I love that there are people that thought they should make a service to help kids over the phone, thanks to everyone, helped my mom when she was my age, and helped me now so grateful, I feel good looks like people care about me, even though they don’t know me, thank you so much, it makes me feel so good.”

Client quotes as transcribed

Kids Help Phone Researcher Wins Top Honour

In 2011, the Government of Canada awarded Kids Help Phone counsellor Dilys Haner a prestigious Vanier Canada Graduate Scholarship, Canada's most important award for doctoral research. Vanier scholars are among the world's top doctoral students and are selected for their contribution in establishing Canada as a global centre of excellence in research and higher learning. A PhD candidate in clinical-developmental psychology at York University, Dilys has focused her research on the use of technology and social media in delivering mental health services to young people at Kids Help Phone. Along with contributing to the evidence-base for our services, her scholarship is expected to have a significant impact on national and global policy development for youth mental health and wellness.



Kids Help Phone counsellor Dilys Haner receives her Vanier Canada Graduate Scholarship from Prime Minister Stephen Harper.

Being there... on the world stage



International Recognition in New Media

In 2011, Child Helpline International (CHI) asked Kids Help Phone to attend its Fifth Meeting of the Working Group on New Communication Technologies in Berlin as an honorary invitee. The meeting with 25 European CHI members offered an important opportunity to share knowledge on new media topics that apply to some of the world's leading child helplines, such as working with the telecommunications sector, chat counselling, peer-to-peer counselling initiatives, online child safety, the effective use of platforms such as Google and YouTube, and online volunteer management strategies and technologies.

Kids Help Phone is not just Canada's foremost professional counselling service for young people – we are considered one of the top youth-focused counselling services worldwide. We often work with other international organizations and youth counselling agencies with which we share a common goal: to support the mental and emotional well-being of children and youth globally.

Here are just a few of the ways that Kids Help Phone was active on the world stage in 2011.

- We worked frequently with Child Helpline International (CHI), including participating in a CHI-sponsored peer exchange to Kids Helpline Australia to learn about chat counselling technology and best practices and to share information about our own LiveChat project. In addition, Alain Johnson, Kids Help Phone's Clinical Service Director for our French-language service, conducted a workshop to share our knowledge with other CHI-member helplines at the organization's Fifth Regional Consultation for the Americas and the Caribbean in Lima, Peru.
- We were an active founding member of the North American Alliance of Child Helplines (NAACH), which in 2011 referred to kidshelpphone.ca as "the gold standard" of child- and youth-focused websites.
- Kids Help Phone engaged in knowledge-exchange sessions with more than ten youth helplines worldwide in 2011 (including agencies in the United States, Ireland, Denmark, the United Kingdom, Netherlands, Australia and Belgium). We gathered and learned from these organizations' best practices in chat counselling while sharing some of our own service innovations.
- Kids Help Phone was asked to be UNICEF's Canadian media representative following the release of its report, *Child Safety Online: Global Challenges and Strategies*. Dr. Shaheen Shariff (Kids Help Phone supporter, partner and board member) was also asked by UNICEF to speak to media about this report.
- In Canada, we worked in partnership with many organizations, including: the National Alliance for Children and Youth (NACY); the National Youth Service Agencies (NYSA); the Public Health Agency of Canada's roundtable on promoting youth health through technology; and PREVNet, a national network dedicated to bullying prevention.

Financials

“The first time I remember seeing a Kids Help Phone poster was in Grade 5. As a happy child, I didn’t really think too much about the organization until I entered high school. Faced with a difficult course load, self-esteem issues and the pressure to fit in, I needed a place to just let it all out. I was so thankful that I could turn to Kids Help Phone - especially for those issues that I was too scared to talk to my parents about. The professional counsellors are like good friends - always there to listen when you need them.

I recently learned that I am expecting my first child. I know that as a parent, I won’t have all the answers. But with all the information at kidshelpphone.ca, I will be better able to support my daughter as she makes new friends, deals with bullies or feels the stress of an upcoming test. As she gets older, and deals with issues that she may not be comfortable speaking to her parents about, I know that Kids Help Phone will always be there.

That’s why I make monthly donations to Kids Help Phone through the **Always There Monthly Giving Program.**”

- Melissa, monthly donor

Condensed Consolidated Balance Sheet

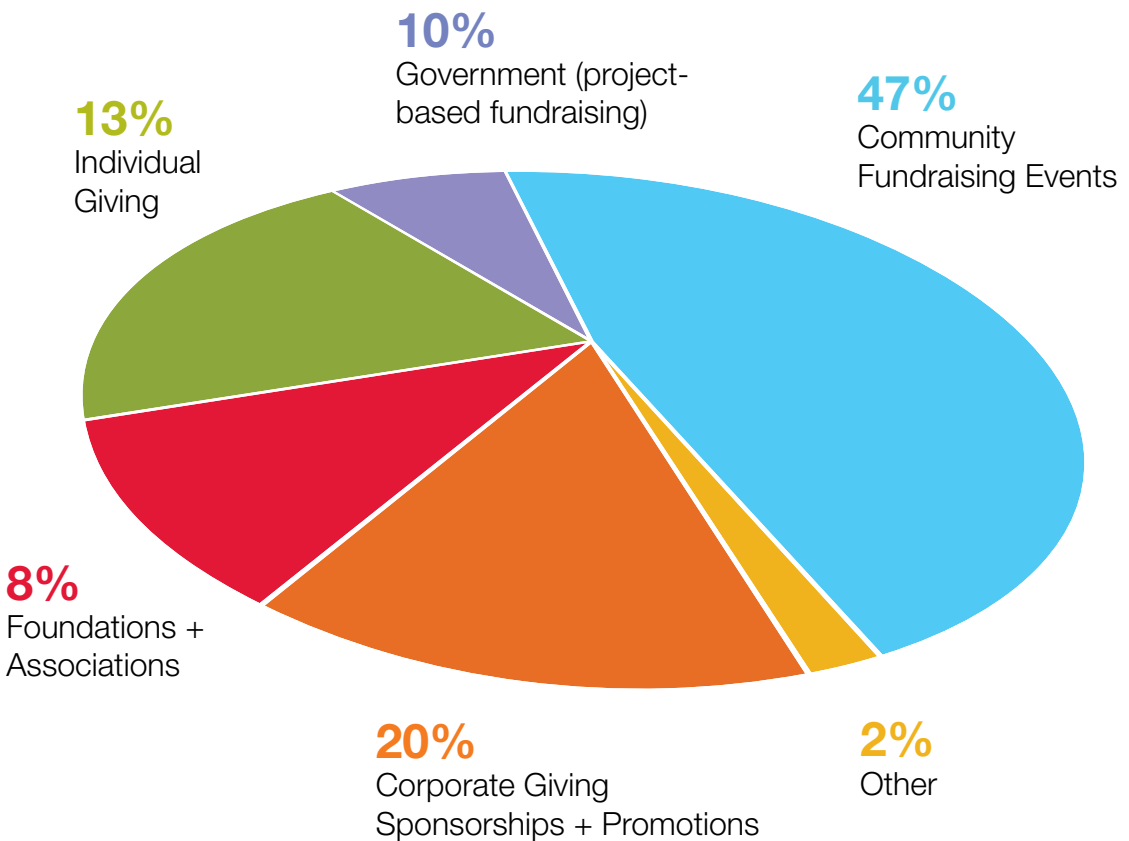
December 31, 2011

	2011	2010
Current assets		
Cash and short-term investments	2,513,919	2,254,309
Other current assets	380,944	370,176
	<u>2,894,863</u>	<u>2,624,485</u>
Restricted investments	2,525,153	2,083,364
Capital assets	428,090	428,178
	<u>5,848,106</u>	<u>5,136,027</u>
Current liabilities	1,523,322	1,753,080
Long term liabilities	111,530	141,864
	<u>1,634,852</u>	<u>1,894,944</u>
Operating fund	1,698,559	1,162,715
Operating reserve fund	1,880,006	1,547,842
Jack Windeler memorial fund	569,827	466,703
Futures campaign fund	9,814	9,814
Other externally restricted funds	55,048	54,009
	<u>4,213,254</u>	<u>3,241,083</u>
	<u>5,848,106</u>	<u>5,136,027</u>

Financials

Revenue Source

Community Fundraising Events	5,516,991
Foundations + Associations	946,903
Corporate Giving, Sponsorships + Promotions	2,314,732
Government (project-based funding)	1,204,866
Individual Giving	1,466,188
Other	175,123
	<u>11,624,804</u>



Condensed Consolidated Statement of Revenue and Expenses

Year ended December 31, 2011

	2011	2010
Revenue		
From fundraising and other	9,611,211	9,661,712
From government (primarily The Ontario Ministry of Education)	1,204,866	1,167,583
From restricted funds	808,727	1,109,969
	11,624,804	11,939,264
Expenses		
Service delivery costs		
Kids Help Phone	5,372,526	6,020,359
Student Ambassador /Youth Engagement	133,387	340,383
The Jack Project	126,375	-
Scholarship	-	1,000
	5,632,288	6,361,742
Fundraising		
Direct event costs	1,119,478	1,350,111
All other marketing and fundraising costs	2,800,001	2,910,775
General and administrative	692,549	703,306
Donor development	270,669	437,731
Amortization of capital assets	85,229	111,715
Loss on disposal of capital assets	238	11,061
Interest on obligation under capital leases	4,396	6,134
	10,604,848	11,892,575
Excess of revenue over expenses (expenses over revenue) before restructuring costs	1,019,956	46,689
Restructuring costs		
Service delivery costs - Kids Help Phone	37,557	252,542
Direct fundraising	12,003	355,367
	49,560	607,909
Excess of revenue over expenses (expenses over revenue)	970,396	-561,220

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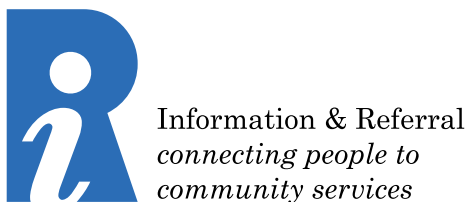
While every effort has been made to recognize individuals, foundations and corporations who generously gave between January 1, 2011 and December 31, 2011, please accept our apologies for any errors or omissions that may have occurred and notify us at 1.800.268.3062.

*Gift in Kind.



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.





Get involved




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 get involved with our cause and the vital work we do. Here are just a few ideas:

Ways to Give

- Contribute to the Always There monthly giving program, or give a one-time gift. 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 5, 2013 – walksokidscantalk.ca
- Become a Hope for Tomorrow fundraiser! Hold an event of your own 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!
- 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.

Ways to Stay Connected

- Sign up to receive our e-newsletter, In Touch.
- Follow us   
- See our work in action! Explore our Kids and Teens websites at kidshelpphone.ca.
- Recommend us to friends and colleagues and pass along our information.
- Educators: Link to kidshelpphone.ca on your school website. Talk about Kids Help Phone in P.A. announcements or at school assemblies. Think of us for school fundraising (a great way to raise awareness too).
- Visit our website to request free youth outreach collateral materials, such as posters and wallet cards, for a school, community centre, or any other available space in your area. kidshelpphone.ca/materials
- Learn more: Check out our critical issues reports and our tip sheets and share them with every parent and educator you know. kidshelpphone.ca/publications
- Tell every young person you know about Kids Help Phone. Visit our website with them to open up a discussion on an important topic. Help them bookmark kidshelpphone.ca and program our number into their phones (1-800-668-6868).

More to accomplish

At Kids Help Phone, we are a lean organization. Our small yet remarkable fundraising team works incredibly hard each day in communities across Canada to raise the resources we need to ensure our service is available wherever and whenever young people need us.

While we are proud of the work we do at Kids Help Phone and our many service achievements in 2011, we aren't resting on our laurels just yet – there is still so much more to accomplish.

When young people are in distress and have the courage to reach out, they need help right away. But Kids Help Phone doesn't always have the resources available to meet the need. Here are some areas where we know we can do better. With the support of donors like you, we can get there...

12%

During its pilot period, Kids Help Phone's LiveChat counselling service was only open 12% of the available hours each week (just five hours a day from Thursday to Sunday)

8

Kids Help Phone has eight clinical topics identified for research and development but on hold due to a lack of funding (preventing young people from getting adequate help on topics such as sexting, self-esteem, and gang involvement)

24%

Kids Help Phone's Ask Us Online web post counselling service was closed 24% of the time in 2011 (it is closed any time volumes are so high that our professional counsellors can't keep up with demand)

Being there... our leadership

Kids Help Phone Board of Directors (2012-2013)

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Kids Help Phone gratefully acknowledges the support and guidance of the board members whose terms were completed with us in 2011. We thank them for their vital and passionate contributions to our mission.

Jim Aho, Executive Vice President, Brown Communications Group

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Robin E. Pike, Executive Director, Office to Combat Trafficking in Persons,
Ministry of Public Safety and Solicitor General (retired)

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Being There... Mental Health Literacy and Service Outreach, page 26

Awareness level about Kids Help Phone: Ipsos Reid. National survey of Canadian youth ages 14-24, conducted September 29 – October 9, 2006.

Get Involved: More to accomplish, page 70

All statistics: Kids Help Phone (2012).

A number of years ago I took a call from a young man who told me he was going to kill himself. We talked for several minutes about who he was and why he was feeling suicidal. I could tell from some of the things he told me, and the distant sound in the phone line, that he was calling from somewhere way up north – calls from the north sometimes have a very distinctive sound to them. Eventually he told me that he was Aboriginal and that he was living on a reserve in Northern Ontario.

I asked him why he was calling Kids Help Phone. He said he didn't really know for sure, so I asked if it was because he really wasn't sure he wanted to kill himself after all, and he admitted that was true.

I told him that if he wanted, "I could arrange for someone to be with you right now," but then I reminded him that calling Kids Help Phone is completely anonymous and confidential, and that we don't trace calls, so if he wanted me to arrange for someone to be there with him right then and there he would need to tell me who he was and where he was calling from. He said, "Okay!"

He was on a reserve I'd never heard of, so I asked him where the nearest Ontario Provincial Police detachment was. Once he told me, I put him on hold and spoke to an OPP dispatcher.

The young man and I continued to chat as I assured him that help was on the way. After several minutes though, my supervisor came and told me the OPP were calling me back on the other line. I put the caller on hold as the OPP explained that the young man was calling from a reserve "so far north" that it was "only accessible by aircraft." Unfortunately, all of their pilots were "timed out" for the day and could not make the trip.

They'd also tried to reach the lone police officer on the reserve, but she was off duty and not picking up calls. And they'd tried the Band office, but could only get a busy signal – and that was because my caller, in his desperation to get help, had broken into

the Band office to use one of the only telephones on the reserve to call Kids Help Phone!

Bottom line was that help was not on the way and that, despite my earlier promise, I could not send someone to be with this young person after all. Suddenly, I felt a bit anxious. "What am I going to do now?" I thought. For a split second, I even looked at my watch, wondering if I could stay awake all night on the phone with him until help could arrive the next morning.

In the end, the young man and I decided we could come up with a "Plan B." Together we thought of three people on the reserve that he trusted: one was an Elder, another was the off-duty police officer mentioned above, and the third was his aunt. He agreed he would go to one of them and let them know that he needed help. He also promised he would not kill himself. By the time I hung up with him, I felt good about how the call went but also amazed that, in this day and age, help from police or an ambulance could actually be several hours away, and that the only real help available to this young man that night was Kids Help Phone. I realized that for many kids in rural and remote locations, we are all there is.



To this day, I honestly believe this young man's life was saved that night because of it.

~ **Dave Sheen**, Kids Help Phone Professional Counsellor

KidsHelpPhone.ca
1 800 668 6868

Kids Help Phone

As a community-based national charity, Kids Help Phone has a strong local presence through its network across Canada. Here is how to contact us in every region:

British Columbia/Yukon

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

Alberta/Northwest Territories

4331 Manhattan Road SE
Calgary, AB T2G 4B1
T: 403.476.0385 or 1.866.297.4101
E: alberta@kidshelpphone.ca
E: nwt@kidshelpphone.ca

Manitoba/Saskatchewan/Nunavut

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

Ontario / National

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

Québec

5605, De Gaspé Avenue
Montréal, Quebec H2T 2A4
T: 514.273.7007 or 1.866.814.1010
E: quebec@kidshelpphone.ca

Atlantic Canada

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

If you know a young person who is struggling with a problem, big or small, please encourage them to visit kidshelpphone.ca or call 1-800-668-6868 today. We're always available, 24/7/365.

KidsHelpPhone.ca
1 800 668 6868

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