



It starts with me.

2017 Kids Help Phone Impact Report

Kids Help Phone 



It starts with Kathy.

President and CEO

In the fall of 2017, I had the privilege of starting a journey as the new President and CEO of Kids Help Phone. With those I have met so far, I have felt such courage – and the unwavering commitment to be there for young people when and how they need us. For those I haven't met, I feel and see your courage in so many ways.

The coming year is all about courage as we collaborate with our partners and the community to deliver our services efficiently, while adapting to the changing needs of young people. With your support, we will launch the first-ever, 24/7, nationwide texting support service for young people in Canada! For kids who can't or won't call, *Crisis Text Line powered by Kids Help Phone* could be the lifeline they need.

As kids prefer communicating online, they are in greater need of expert support that is easy to access. Last year, young people reached out to us for counselling, information and referrals over 194,000 times. Almost half of those contacts came from our Live Chat instant messaging, which is only available five nights a week, for a total of 40 hours. Making this service available around the clock will take the courage of our donors to rise to the challenge of supporting youth – whenever, wherever and however they need it.

It starts with finding the courage within. **You have that courage.**

Warmest regards,
Katherine Hay



It starts with Charles.

Chair, Board of Directors

As the Chair of the Board, I strive to unite our dynamic team of corporate, community and service leaders who share our vision and commitment to youth mental health and well-being.

The impact Kids Help Phone has on the lives of young people starts with a team. **A team that starts with YOU!**

Here are just a few incredible ways you – our Kids Help Phone family – impacted kids, teens and young adults across Canada in 2017:

- **You increased access to professional counselling and support** with the launch of our new mobile-friendly website and Live Chat app, enabling young people to connect with us using the technology they prefer. Thanks to you, we reduced barriers to access and support, and created innovative and relevant services.
- **You showed kids they don't need to struggle alone** through an Instagram awareness campaign that encouraged young people to connect with us – reaching over 2 million youth in Canada. Strategic activities like this improved youth awareness and mobilized parents, schools and workplaces to support, fund and champion our work.
- **You put youth mental health in the spotlight** by opening a dialogue with the Federal Budget Committee, influencing budget priorities and helping the government better address the complex issues youth are facing. With our decades of unique experience in connecting directly with youth, we influenced positive health outcomes.

It starts with you. Thank you for courageously investing your time, donations and trust.

Sincerely,
Charles Brown

It starts with Ben.

Chair, National Youth Council



As it does with individuals, an organization's resilience is nurtured not only from inside but from the outside, too.

To benefit from the talents and experiences of young people, we are deepening our national youth engagement strategy – from service insights to community participation and programs – and fostering deeper connections across Canada through an engagement framework that improves youth awareness levels and mobilizes parents, schools and workplaces to support, fund and champion our work.

Kids Help Phone's National Youth Council is a key component of our national youth engagement strategy. The Council is a group of young leaders from right across Canada who are passionate about youth mental health and well-being. This courageous group offers incredible youth input into the direction of Kids Help Phone's programs and priorities, with each member also advocating in their own community.

Ben

It starts with Andréanne.

Director Counselling Centres



It starts with a team of counsellors to be there when youth reach out.

For almost three decades, young people have been reaching out to Kids Help Phone for the support they need. Together with you, we stand as an ally and trusted service to all young people in Canada.

Last year, our national counselling service was the busiest it has been in 5 years. This makes our mission more critical than ever. In 2017:

- **Youth reached out to Kids Help Phone over 194,000 times; that's over 530 times per day.**
- **Our professional counsellors provided 59,531 counselling sessions; that's 163 sessions per day.**

- **Requests for our online Live Chat service more than doubled in 2017 compared to 2016.**
- **Our "Always There" app was downloaded 15,000 times.**
- **More young people were seeking online supports than ever before; kidshelpphone.ca received approximately 1 million visits.**

Youth of all ages are reaching out to discuss mental and emotional health among other issues and most said they would reach out to us again. Suicide and suicide-related topics were the most discussed issue in counselling sessions.

No matter when, where or how a young person seeks help, your support starts them on the path to finding it.

Andréanne

It starts with Elizabeth.

Texting Advisory Committee Volunteer



Technology is rapidly changing the way young people communicate. In today's share-everything digital world, young people tell us they prefer non-verbal ways to connect with our services.

Many young people have indicated that they're not able to verbally reach out to a Kids Help Phone professional counsellor for the following reasons:

- **75 percent felt too nervous to call the phone service**
- **62 percent do not have enough privacy to speak on the phone**
- **42 percent would rather write than speak about their problem**

In 2017, we established an innovative service partnership with U.S. based helpline and technology pioneer, Crisis Text Line, to prepare for the 2018 launch of Canada's first-ever, 24/7, free nationwide texting service for young people. *Crisis Text Line powered by Kids Help Phone* will be tested in Manitoba in early 2018 and then rolled out across the country.

As a Texting Advisory Committee Volunteer, I am proud that crisis support for youth in Canada will soon be one text message away. This initiative starts and is made possible thanks to Kids Help Phone's donors and volunteers.

Elizabeth

It starts with Lori.

Donor



What sets Kids Help Phone apart from other organizations is their understanding and consideration of the needs of Indigenous people. As a member of Kids Help Phone's donor community, I passionately contribute because I believe supporting Indigenous youth in Canada starts with access to culturally-sensitive supports in any moment of crisis or need.

Having Indigenous family members and an awareness of the issues they face, my family believes Kids Help Phone's plan to build on their service with an Indigenous Youth Strategy is a vital step forward.

In close consultation with members of Indigenous communities, Kids Help Phone is fostering relationships and implementing strategies to make it easier for young Indigenous people to access the supports they need, when they need them most.

It starts with me. It starts with donors. Together, we are helping young people achieve their potential.

Lori

It starts with our Founding Partners.

It starts with Bell Canada, BMO Bank of Montreal, Nestlé Canada and Parmalat Canada.

Kids Help Phone's Founding Partners have something special in common – they have been there for Kids Help Phone since day one and have helped us deliver innovative services for young people in Canada. Since 1989, their leadership and generosity have enabled us to provide kids, teens and young adults across the country with free, confidential, 24/7/365 counselling services, mental health information and resources. It all started with them.

Each Founding Partner has a proud legacy of mobilizing their employees, clients, customers and communities to support youth mental health and well-being through Kids Help Phone. They share and live our values – they are courageous, innovative, trustworthy, collaborative and resilient. Each is a true champion of our cause, providing invaluable support so we can be there for more young people.

It starts with our Founding Partners, and we are here for young people in Canada today with thanks to their foresight.



Kids Help Phone's Financials

Thanks to our donors, we are always open, providing a safe and trusted place for young people in any moment of crisis or need. No matter where or how a young person in Canada seeks help, your support puts them on the path to finding it.

2017 Revenue	Amount	% of Total Revenue
Events		
Walk so Kids Can Talk presented by BMO	\$3,725,489	21%
Other	\$2,534,636	14%
General Donations and Grants	\$5,290,429	30%
Government Grants		
Service Delivery	\$2,310,420	13%
Good2Talk*	\$3,851,571	21%
Other	\$103,208	1%
	\$17,815,753	100%

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, 2017 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.

2017 Expenses	Amount	% of Total Expenses
Service Delivery		
Kids Help Phone	\$7,311,962	44%
Good2Talk*	\$3,851,571	23%
Fundraising	\$4,091,330	24%
Administration and Other	\$1,547,620	9%
	\$16,802,483	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.

It starts with donors.

It starts with you. Thank you for your support.

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Thank you for your support. It starts with you!

For more information about Kids Help Phone, our services, volunteer opportunities, or to make a donation, please:

Call: 1 800 268-3062

Visit: kidshelpphone.ca

Email: donorrelations@kidshelpphone.ca

To view the full version of the Impact Report visit: Kidshelpphone.ca/Impact2017



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