



Thank you for showing up for youth.

We have been a safe and trusted place for young people since 1989. We know that with 8.2 million young people in Canada – almost one quarter of our population – there is more work to be done. The stakes for their future, and for our country, could not be higher.

Our young people need us more than ever. Last year, conversations about suicide increased by close to 30 per cent. Our data gives us incredible insight into issues youth are facing every single day.

As the country's virtual care expert and provider of youth e-mental health support services, it is vital that we remain relevant and offer support in the way youth want it.

We can and must be there for even more kids in 2019 – and we cannot do it alone.

With committed donors and partners like you, we will continuously create innovative ways of delivering more responsive services to more young people. Investing in youth serves all our interests, and speaks to our collective responsibilities as members of society. We need everyone with a role, responsibility and interest in the outcome onboard.

Warmest regards,

Katherine Hay
President & CEO, Kids Help Phone

Our Founding Partners

Since 1989, the remarkable generosity of our four Founding Partners – Bell Canada, BMO Bank of Montreal, Nestlé Canada and Parmalat Canada – has enabled us to always be open, providing a safe and trusted place for kids, teens and young adults in Canada – in any moment of crisis or need.

Strengthening youth mental health is a shared priority for our Founding Partners. As true champions of youth mental health and well-being, our Founding Partners embody our values – they are courageous, innovative, trustworthy, collaborative and resilient. Each has a lasting legacy of rallying their employees, clients, customers and communities to support our free, bilingual, proven effective 24/7/365 services for youth.

Thanks to our Founding Partners, Kids Help Phone has pioneered and delivered innovative, life-changing support, information and resources to youth for close to thirty years. Anytime. Anywhere. For any issue.

Together, we have proven that innovation saves lives – and together, we will continue to be there for more young people in every community in Canada. Thank you to our Founding Partners for being true allies to youth!



Nationwide Impact 2018 Highlights



Number of contacts with young people in 2018

1.6 Million



Over **1,000** young people reach out every single day

Top 5 issues young people connect with Kids Help Phone about nationally:



Mental/Emotional Health **33.8%**



Peer & Partner Relationships **16.0%**



Suicide/Suicide Related **12.9%**



Family Changes & Relationships **9.2%**



School **5.7%**



37,293

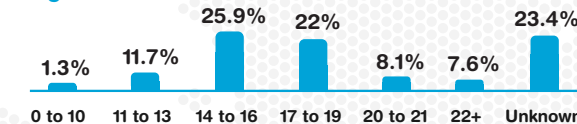
texting sessions nationally
(Nov 2018 – Dec 2018)



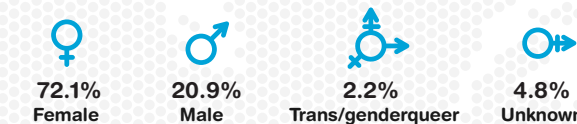
Referrals for Resources Around Me **26,073**

Service User Demographics:

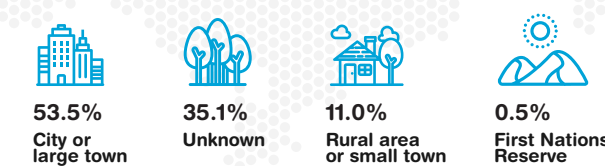
Age:



Gender:



Area:



To view our impact in communities across Canada, please visit [Kidshelpphone.ca/Impact2018](https://kidshelpphone.ca/Impact2018)

Thank you for your support.

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/Impact2018



Charitable Registration #13000 5846 RR0001

We Show Up for Youth

2018 Kids Help Phone Impact Report

Kids Help Phone

You’ve made this past year a particularly special one for young people!

Your support fuels our constant innovation, enabling us to be there when kids really need help and create new ways for them to reach out.

Here’s how you changed the lives of kids, teens and young adults this year:

- **You brought bilingual support via text to youth across the country** through Crisis Text Line powered by Kids Help Phone. You’re providing a lifeline for young people who can’t or don’t want to talk on the phone.
- **You gave youth 24/7 access to online support via Live Chat.** As of August 2018, we extended our Live Chat service from five days a week to 24/7 access. Since then, we have experienced a **151%** increase in demand for the service.
- **You helped more youth than ever before.** Thanks to you, last year we provided support to young people 1.6 million times.

Thank you – to our donors and supporters, our staff and volunteers, and our Board of Directors – for creating the momentum that will propel us into 2019.

Sincerely,

Charles Brown
Chair, Board of Directors, Kids Help Phone



Empowering youth at risk.

While many Indigenous young people recognize us as a safe place for support, we know we can, and must, do more. LoyaltyOne is helping ensure that as our service evolves, it continues to be relevant, equitable, and accessible to every Indigenous youth in Canada.

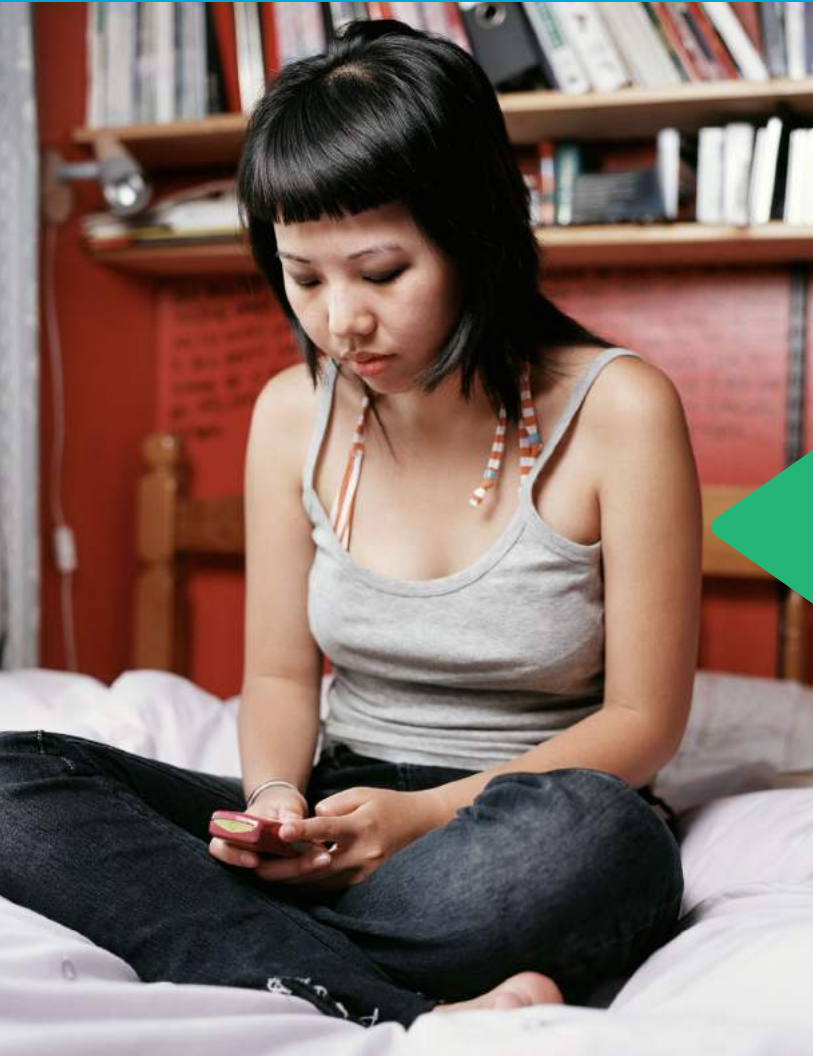
“The well-being of families, particularly youth, in Canada is important to LoyaltyOne. Our youth are the future of our country,” says Bryan Pearson, President & CEO, LoyaltyOne. “We are committed to working with Kids Help Phone to deliver on the Indigenous Strategy to reduce and remove barriers to access and support, and create innovative, relevant, and essential service offerings.”

In 2017 and 2018, with this incredible partner by our side, we developed an Action Plan for Supporting First Nations, Inuit, and Métis Young People. Led by our Indigenous Advisory Council and supported by our internal Indigenous Initiatives Committee, this Action Plan identifies seven ambitious goals that will ensure we are doing our very best to support Indigenous youth across Canada. This includes delivering 70,000 counselling and crisis response sessions annually by 2022.

We thank LoyaltyOne and our donors for helping ensure youth have equitable access to our service.



Jonah Natomagan JCNAT Photography



Crisis Text Line powered by Kids Help Phone.

When research revealed 71 per cent of youth prefer a non-verbal form of communication such as texting, we knew we needed to act.

To provide even more youth with access to 24/7 support, we launched our first nationwide texting service in partnership with Canada Health Infoway. We had our first texting conversation in February and following positive results, we took the service to national launch in November. We completed more than 37,000 conversations by the end of the year!

The free, confidential texting service mobilizes 900 volunteers who have completed rigorous online training. Professional supervisors oversee all conversations in real-time and connect with emergency services when required. With more than 600 active rescues, we’ve proven innovation saves lives.

Thank you to Canada Health Infoway and our founding texting donors, including Bell Let’s Talk, BMO Financial Group, Boston Pizza Foundation Future Prospects, Canada Life, RBC Foundation, The Co-operators Group Limited, TELUS, Shail Silver and three anonymous donors.



We served more youth than ever.

In 2018, we provided support to young people **1.6 million** times. Each day over 1,000 young people reach out to Kids Help Phone for resources, counselling, live chat or to text from coast-to-coast-to-coast. This year, we experienced a **44 per cent** increase in demand for our counselling.

Your vital support helped us:

- Conduct **67%** more Live Chat sessions by extending this service from 5 days a week to **24/7**.
- Launch a new, nationwide **24/7** texting service for youth.
- The first helpline in Canada to answer texts by severity versus chronology, ensuring youth at risk receive priority assistance.
- Launch Good2Talk Nova Scotia for post-secondary students.

Thanks to you, we are able to adapt to youth’s changing needs and the accelerating pace of technological shifts. With your ongoing support, and the expertise of young leaders like Haley, we will continue to develop new ways to be there for more youth.

Haley Marion McLean, Member, National Youth Council

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.

2018 Revenue	Amount	% of Total Revenue
Events	\$6,259,726	31%
General Donations and Grants	\$6,665,785	32%
Government Grants		
Service Delivery	\$3,756,074	18%
Good2Talk*	\$3,773,949	18%
Other	\$105,270	1%
	\$20,560,804	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, 2018 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 and Nova Scotia Government funded initiative.

2018 Expenses	Amount	% of Total Expenses
Service Delivery		
Kids Help Phone	\$10,084,201	52%
Good2Talk*	\$3,773,949	19%
Fundraising	\$4,084,296	21%
Administration and Other	\$1,517,635	8%
	\$19,460,081	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.