



## Quebec Campaign Announces Chair

It is with great excitement that we announce that Jeffery Lusher, from BMO Harris Investment Management Inc., has agreed to take on the position of the Quebec Cabinet Chair for the Futures Campaign. Mr. Lusher originally joined the campaign as a Quebec Cabinet Volunteer, but his enthusiasm and commitment to the campaign has led him to assume a larger role.

"When I was asked to take on this position, I was very touched," Mr. Lusher said. "It will be a privilege to play such an active role in a campaign of this importance.

"Kids Help Phone receives calls everyday from children dealing with issues such as suicide, abuse and depression and it is essential that we continue to provide this crucial professional support, he continued. "This campaign will not only help us do just that but it will also allow us to improve the service for our future generation of kids."

Jeff is a Vice-President and the Regional Director at BMO Harris Investment Management Inc. and has been working for BMO Harris for one year.

He has been married to Helen Barfurth for 13 years and has two beautiful children; Gregory 12 and Alexander 9. During his spare time, Jeff volunteers in local community events and at his children's elementary school.



Jeffery Lusher

**"This campaign ...will also allow us to improve the service for our future generation of kids."**

## Lead Gift Announcement

It is with great pleasure that we announce that the Kids Help Phone Futures Campaign has secured its first lead gift of \$750,000 from Rob and Ruth Peters and Family of Calgary, Alberta.

"Ruth and I are thrilled to be able to create early momentum for the Futures Campaign. Kids Help Phone's telephone and online counselling services offer young people the help they need and deserve in a cost-effective way," says Rob Peters. "The anonymous nature of Kids Help Phone allows kids to open up and express themselves without fear. We are hopeful that our gift will inspire others to contribute to ensuring the future of this important service."

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**Questions about the Futures Campaign? Contact:**

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"The generous gift from Rob and Ruth Peters and Family gets our Futures Campaign off to a very strong start," says Graham Parsons, National Chair, Futures Campaign. "I am delighted to chair a campaign that gets off the ground quickly, but I'm also counting on everyone to build on this momentum to continue to bring in additional donations."

We thank the Peters' Family for this very generous lead gift and commitment to the Futures Campaign.

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## Counsellor's Corner

I was watching the news yesterday when they announced that yet another hundred or so civilians had been killed in Iraq. Ugh! I was in one of those moods where I was feeling quite disheartened about the world and its state. The media is constantly bombarding us with images of wars, destruction, deaths, trauma, murders, homicide... Part of me wants to know and hear, but other times I need to censor what I watch on television, as a way to protect myself...and so do kids and teens.

I started my day reflecting back on the last 24 hours and being disturbed by the war and its devastation. As it often happens, I received a call that touched upon my reflections and questions. Early in the morning, a young girl named Amanda called to discuss her fears about her uncle leaving for Afghanistan. "My uncle Billy is going to Afghanistan and I can't go on without him..." was what she first said to me. I asked her more questions and found out that she was only 13. She said that her uncle meant the world to her. He was there for her always. She called him anytime she was sad, lonely, upset, scared, etc. And since her parents were often absent she called him on a daily basis. Her uncle Billy was like a second father to her, or an older caring brother... She had no siblings so he was a very important part of her life.

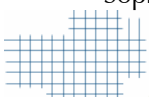
Being 13 she was aware of what went on in the Middle East and how unpredictable his trip overseas would be. She knew that he could come back in a few months unhurt or never come back at all.

I could not lie to her and pretend that everything would be alright but I could hear her story, be there for her and help her find a way to cope with this difficult situation. Her call lasted a good hour in which we had time to talk about her fears, concerns, family situation, school, friends, interests, what her other supports could be, etc.

We had a lovely talk. We did not resolve everything nor could we erase all of her anxieties, but she found a new safe place that she could contact as well as a renewed empowerment of what she was going to do to get through her uncle's departure.

I hope that I will get to hear from her again and see how her uncle Billy is doing. When you are removed from this whole situation it may seem a little foreign. However, there are many children like Amanda who are directly affected by what is happening in Afghanistan. My feelings go out to them and their loved ones.

Sophia



**This bi-monthly bulletin will provide regular updates regarding the status of the campaign, exciting developments such as announcements about volunteers, donors and gifts, as well as information about awareness and recognition events.**

The Futures Campaign, the first of its kind ever undertaken by Kids Help Phone, is a \$7.5 million national major gift campaign which will transform and expand the way Kids Help Phone helps kids - both online and on the phone.

### Our campaign strategy

Our campaign strategy will be to conduct regional campaigns in major centres across Canada – BC, Alberta, Ontario, Quebec and in the Atlantic region. Each regional campaign will be operating on a slightly different timeline, but the emphasis over the coming weeks will be on the process of prospecting campaign donors and the solicitation of lead gifts.

### The public launch

In campaigns such as this, the "public" announcement (i.e., with a high profile event and media coverage) does not occur until approximately 50% of the fundraising objective is achieved. We hope to be in a position to proceed with the public launch of the campaign in fall 2007.

### Added Features

There will be a section called 'Futures 101' with information on what Kids Help Phone does, and one entitled 'Counsellor's Corner,' devoted to real life stories and examples of how we are making a meaningful difference in children's lives.

## Futures 101-How Did We Help Kids in 2006?

The short answer is “any way we could”.

In 2006, young people knew they could turn to Kids Help Phone for support by phone or by going online to our website – and they did, more than 1.5 million times. They connected with our counsellors about concerns ranging from “embarrassing” questions about their changing bodies to terrifying abuse at home. They reached out from almost 3,000 communities across the country – put your finger anywhere on a map of Canada and we probably received a call or post from there last year.

Our phone counselling is the fastest, most direct service we offer. But because today’s kids have the choice of communicating via the Internet, we need to continue to enhance and expand our website to meet the needs of this digital generation.

That’s why in 2006 Kids Help Phone:

- Increased our counselling hours by 38%.
- Developed specialized training programs on bullying issues for all counsellors in both our Toronto and Montreal counselling centres. This will ensure that all kids who call us about bullying will receive the best, most current counselling information available.
- Laid the foundation for future Self-Help sections of our website with the first Bullying Self-Help Section, which provides interactive and age appropriate information on bullying to kids at the click of a mouse. This self-help section includes definitions, tip sheets and a new Letter Builder to help young people craft their concerns in letter format to give to their teachers. There are videos, books, movies, websites, as well as printable resources in a variety of formats, which teachers, parents and counsellors, or more importantly kids, can utilize themselves in dealing with the issue of bullying.
- Release of “*Make it Stop: Kids talk to Kids Help Phone about bullying*”, a research report that analyzes all contacts about bullying from kids to Kids Help Phone in 2005. It tells a powerful story in the words of the kids who talk to our counsellors. The report’s main goal is to heighten the awareness and sensitivity to the painful reality of bullying. It is our hope that these analyses and findings will help to assist in future research, advocacy, education and programming on bullying.
- Introduced new software to the counselling centre which made a significant advance in our web counselling efficiencies, thus ensuring our web counselling service never has to close and that we can respond to kids’ questions within 72 hours.
- Introduced new software and options for kids while posting questions online. This allows them to better express themselves, with options such as emoticons to illustrate how they are feeling, improved search capabilities on the site, and additional space to compose their posts.

Last year the number of calls our counsellors answered was up 9 per cent over the previous year – the number of posts responded to was up 43 per cent. As more kids surf the Internet, it’s crucial that Kids Help Phone’s web services evolve and remain relevant. That’s the commitment propelling the Futures Campaign.



## Welcome!

The Futures Campaign would like to warmly welcome and thank the following volunteers who have recently joined one of our regional volunteer cabinets. We look forward to working with you.

### Vancouver Campaign Cabinet

Jay Hayden  
Partner, Gowlings Business Law Group

### Calgary Campaign Cabinet

Rob and Ruth Peters

### Toronto Campaign Cabinet

Marc Seaman  
National Director of Public Affairs  
Microsoft Canada Co.

Guy Jarvis  
Consultant  
Financial Advisory Services

Bryan Pearson  
President  
AIR MILES Rewards Program

## Did you know?

- Approximately 70% of young people who contact us are well-functioning kids. Well-functioning kids can usually handle the problems and challenges they come up against, but they contact us when they have questions about issues that are common in adolescence or when faced with an issue they aren’t equipped to deal with using their regular support system.
- The other 30% of kids who contact Kids Help Phone are kids at risk. Kids at risk don’t have the confidence or the skills to approach the challenges of growing up and are at risk of turning to potentially dangerous solutions because they lack the supports necessary to deal with their problems.