



Lesley Sims appointed new Futures Campaign Director

Assumes the role as of March 1

“We were most fortunate to have someone like Lesley Sims assuming the critical role of Director of our Futures Campaign,” says Tom McAllister, President and CEO of Kids Help Phone. “With her broad experience in the non-profit sector, as well as her proven leadership, she will help us build upon the momentum and success of the campaign.”

“The Futures Campaign represents the opportunity to truly transform our organization,” Tom continues. “Furthermore, the skills and experience we develop as a result of this campaign will provide a unique opportunity for us to establish and enhance our philanthropic capabilities.”

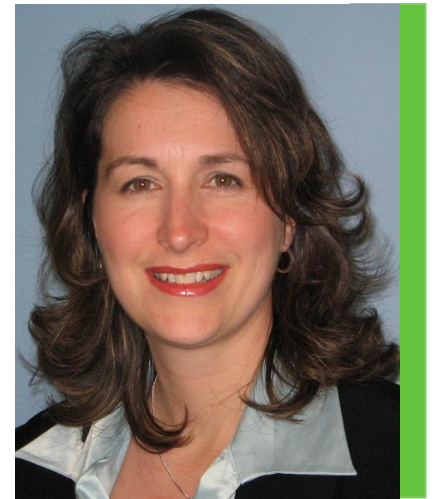
Lesley has worked in the non-profit industry for a variety of national and local organizations in the social services sector during the past 12 years. She has a wealth of experience in non-profit management, fund development and event planning. Before joining Kids Help Phone in 2003 as Regional Director of Ontario, Lesley had been managing the fund development and special events activities of a local geriatric centre in executing its capital campaign to raise \$25 million.

During her time with Kids Help Phone, she has overseen fund development activities for the Ontario region and has built a solid team that continues to exceed revenue projections and helps us to fulfill our mission.

“I have really enjoyed working with Lesley,” says Mary Proulx, Vice President, Regional Marketing and Fund Development. “She is absolutely the right person, at the right time, for this very important job – I know the Futures Campaign will be successful under her leadership. And the strong team she has developed and mentored in Ontario over the past four years ensures the region will continue to build on its record growth and success.”

“I feel privileged to have been given this opportunity to lead the Futures Campaign and work with such talented individuals across the country,” Lesley comments. “I know that with their combined talents, passion and dedication, this campaign will be a success.”

Lesley lives in Markham, Ontario with her husband Ari and their son Evan.



Lesley Sims

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Futures 101 – “What’s it like being a kid today?”

Children in Canada today are growing up in a changing and ever more complex environment. They are facing issues that would have been unthinkable 20 years ago, including:

- A recent study indicates that approximately 13% of adolescents reported that they engaged in self-injurious behaviour. The most common practice of self-harm is skin cutting. Other methods include burning, self-hitting, interference with wound healing, severe skin scratching, hair pulling and bone breaking. (CANADIAN MENTAL HEALTH ASSOCIATION, 2006)
- There has been a high and steady rate of problem gambling among youth, higher than the rates of adults. Recent research shows that 4.8% of adolescent gamblers are categorized as pathological and 14.6% are categorized as problem gamblers. (MCGILL UNIVERSITY’S INTERNATIONAL CENTRE FOR YOUTH GAMBLING AND HIGH-RISK BEHAVIOURS, 2005)
- Twenty-three percent of boys and 19% of girls in Grade 9 report having had sexual intercourse at least once. Forty percent of boys and 46% of girls in Grade 11 report having sexual intercourse at least once. (THE CANADIAN YOUTH, SEXUAL HEALTH AND HIV/AIDS STUDY, 2004)

Every time a young person calls or posts a question online, they are connected with a trained, professional counsellor at Kids Help Phone. Professional counselling helps kids to define their problems, encourages them to express their feelings and needs, and guides them toward constructive coping strategies. It gives them tools and resources to take ownership and responsibility for their behaviour.

With the investment in the Futures Campaign we will be able to ensure that our highly skilled and experienced counsellors continue to receive professional development training to enhance their counselling skills and further the effective support they provide to kids 24 hours a day, 365 days a year.

In our next issue: How Kids Help Phone made a difference in the lives of kids in 2006

Did you know?

- ❑ Kids Help Phone counsellors responded to more than 28,000 web postings from kids last year, up +43% versus the previous year. On average each of these postings/responses was viewed by another 60 kids!
- ❑ Calls and postings were received last year from almost 3,000 communities across Canada.
- ❑ The total number of calls answered in 2006 was up +9% versus 2005.

This 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 – Vancouver, Calgary, Edmonton, Toronto, Montreal 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 to complete the recruitment of local campaign chairs and volunteer cabinets and to commence 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 mid-2007.

Added Features

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



New chair joins the campaign

In our Atlantic Region, we are pleased to announce that Mr. Derm Dobbin has agreed to become the Newfoundland/Labrador Provincial Chair for the Futures Campaign.

Mr. Dobbin is founder and president of the N. D. Dobbin Group of Companies whose business interests include construction, real estate, property management, hotel industry and the St. John's Fog Devils. His commitment to excellence and hands on involvement in all aspects of his business has made his group of companies a competitive and successful presence in the business community of Newfoundland and Labrador.

"I decided to get involved when I learned there was no local presence in Newfoundland and Labrador for Kids Help Phone and thought it was an invaluable support service for the youth of the province," Mr. Dobbin comments. "It is something I can do to help raise awareness and give back to the local community."

Mr. Dobbin has three children and two granddaughters.



Dermot Dobbin

"It is something I can do to help raise awareness and give back to the local community."

Counsellors' Corner

Providing insight into the range of issues our counsellors encounter and the great work they do every day.

Every night, at the beginning of my shift, I start by responding to web posts.....I feel privileged to be able to respond to these posts from kids who don't have the courage to call but still need someone to confide in.

Sometimes kids contact us seeking advice or sharing their worries. Some kids seek advice on making the first step with people of the opposite sex. They want to know if their feelings are normal. Imagine being a teenager today where everything is constantly changing around you. I am happy to be able to work for an organization where kids can ask questions and seek advice where they know that they will be heard and not judged.

Tonight I responded to a post from a girl whose boyfriend had just broken up with her. She wanted to know if her feelings were normal and how long it would last. She is looking for advice on how to feel better. She has no one else to talk to – her friends don't understand and don't want to talk about it and her parents were against the relationship from the beginning. Her sadness is overwhelming and she has thoughts of suicide.

Kids Help Phone allows me to take the time to consider this girl's situation and respond to her with an authentic response that addresses her questions and concerns. I tell her that I hope she feels better and that I will be able to give her hope. As adults, we can all recall the feelings of losing our first love. The despair some feel of thinking they will never be loved. I do not want to judge this girl and tell her that time will fix everything, I want to give her the resources she needs to help her feel better about the situation....

I am happy that this girl trusted Kids Help Phone enough to reach out to us for help. I am going to take my time in creating a response that will hopefully help her feel better. I hope the advice I give her will help her later in life and will help other kids who will read this post and know that they are not alone.

Andrée-Anne, Kids Help Phone Counsellor

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 are looking forward to working with you.

Vancouver Campaign Cabinet

Ken Prout
Retail Sales Manager (BC)
Kellogg Canada Inc.

Calgary Campaign Cabinet

Dave Sprague
Vice-President Calgary District
BMO Financial Group

Toronto Campaign Cabinet

Jess Mann
Managing Director, Operations
Wealth Management, Scotia
Securities
Scotiabank

Montreal Campaign Cabinet

Jeffrey Lusher
Vice-President & Regional Director
Investment Management
BMO Harris Investment
Management Inc.

