

FUTURES
CAMPAIGN

Helping more kids
in more ways

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Kids Help Phone
kidshelpphone.ca

focus

Issue 8 | June 2008

Message from the National Chair

We continue to be grateful for all of the support that Kids Help Phone has been receiving from the community for our Futures Campaign. As the National Chair for the campaign, I am pleased to share with you that in just a little over one year, the Futures Campaign has raised over 60% of our \$7.5 million goal!

These editions of Focus provide you with updates about the progress of our campaign and how the Futures Campaign is helping Kids Help Phone realize its potential of being there for kids. We hope that you are as excited as we are as we approach the final stage of the campaign in the drive to fully achieve our fundraising goals by November 2008.

When appropriate, we hope you will consider making a personal investment in the Futures Campaign in support of any of the campaign's transformative initiatives. Only through the generous participation of our donor family, friends, and philanthropic organizations will the Futures Campaign succeed in providing Kids Help Phone with the necessary resources to enable us to continue to provide bold leadership in the development and implementation of support services for kids.

With kind regards,

Graham Parsons
National Chair, Futures Campaign

“We hope that you are as excited as we are as we approach the final stage of the campaign. .”



Recent Gifts

Canadian Natural Resources Limited
\$250,000

Ontario Trillium Foundation
\$242,000

N. Murray Edwards
\$125,000

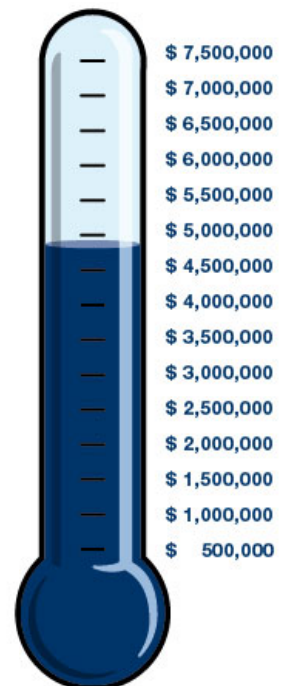
The Grocery Foundation
\$100,000

Kim & Tony Allard
\$100,000

Paul and Mary Goh
\$50,000

The John Hardie Mitchell Foundation
\$10,000

Bjorn Moller
\$10,000



Donor Corner

The Grocery Foundation

The Grocery Foundation has been a supporter of Kids Help Phone since our very early days, dating back to 1992. They continue to build on this legacy of support with the recent \$100,000 contribution towards the Futures Campaign.



Canadian Natural Resources Limited

The Futures Campaign is another step closer to reaching its goal thanks to the generosity of Canadian Natural Resources Limited and their \$250,000 matching gift. Canadian Natural Resources Limited has been a contributor to Kids Help Phone since 2001 and we sincerely appreciate their ongoing support. The donation is comprised of a matching gift towards the contributions from Stephen Laut, Allan P. Markin, and N. Murray Edwards of Canadian Natural Resources Inc.



The Ontario Trillium Foundation (An agency of the Government of Ontario)

Our relationship with The Ontario Trillium Foundation dates back to 2000 when they provided an unprecedented \$1.1 million grant to Kids Help Phone. Throughout the years, this support has enabled us to greatly enhance our services and reach out and provide services to additional kids in communities throughout Ontario. They have continued this commitment with a 3-year grant of \$242,000 towards the sustainability program of the Futures Campaign with a focus on supporting the northern and eastern communities of Ontario.



Support the Futures Campaign

There are numerous ways that you can pledge your support to the Futures Campaign:

How to Make a Personal Pledge

We're now asking those of you who have not yet made gifts to consider doing so. Whether your means are great or small, we hope you'll be as generous as possible. We need the support of everyone who shares our passion for the well-being of the kids of Canada. There are many different ways in which you could participate in the campaign. For example:

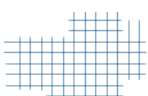
Corporate Giving Programs

Does the Futures Campaign fit within the community support guidelines of the company where you work? Does your company have a matching gift program? Your donation could be matched up to 100% by your employer, thus doubling your donation to the Futures Campaign.

Employee Giving Programs

Do employees in your organization currently participate in an annual charitable giving campaign? If so, might it be possible to designate the Futures Campaign as the recipient of your proceeds? Does your company participate in the United Way campaign? While we are not a United Way agency, Kids Help Phone can be designated for individual contributions, or for an organization's payroll deduction program.

To learn more about how you can contribute to the Futures Campaign, please contact the Futures Campaign Associate in your Region for further information or log on to www.kidshelpphone.ca



Futures Realization

The Futures Campaign is a vital initiative for Kids Help Phone, providing funds for four priority projects. Work is well underway on the first two projects - the Knowledge Management System and the transformation of the Kids' Website.

The Knowledge Management System (KMS) Project

The Knowledge Management project will capture and document clinically sound, evidence-based information on a wide variety of children's issues and clinical practices creating 'source documents'. These source documents will be synthesized into tip sheets for both kids and counsellors, and will be housed in a 'knowledge management' system to make them readily accessible to counsellors (while on a call, or answering a web post). Designed in a 'dashboard' format (see image below) this system will provide counsellors one point of access for all of Kids Help Phone's systems and information, thereby enabling them to provide counselling, information and referrals both more effectively and more efficiently.

This 'dashboard' will eventually also house information including published articles from industry journals, interviews from the broader media, provincial and federal legislation, and youth marketing information. Our vision is to create something that is "kid-centric, counsellor informed and clinically supported", and the KMS 'dashboard' is the first step towards this goal.

A further benefit of the KMS is the enhanced ability to make this counselling and clinical knowledge readily accessible for the development of the kids' website and for future work on public education and research initiatives.



To date we have identified more than 80 topics of importance to children and youth. Kids Help Phone writers have begun creating the source documents on priority topics including violence, sexuality, addictions and legislation (e.g. age of consent by province). As the content for each topic is completed it will be migrated over to the new KMS.

In the fall of 2008, a small group of experienced counsellors will pilot the new KMS system and their feedback will be incorporated into the final design. Counselling Services will then develop the counsellor training program and user adoption plan. Phase One of the KMS will roll out to the entire counselling team in the spring of 2009.

Transformation of the Kids' Website (KWS)

The vision for the kids' website is to create a significantly more robust, interactive and kid-friendly site which features updated, enhanced and more dynamic content. Our goal is to create a site that will be recognized as *the* destination site where children and youth in Canada can seek out safe, reliable and up-to-date information about the issues most important to them.

The redesigned website will present content grouped into four distinct age categories:

- Kids (5 – 8 years old)
- Pre-teens (9 – 11 years old)
- Teens (12 – 16 years old)
- Young adults (17 - 20 years old)

Content will be bilingual, presented in an age-appropriate way and, where appropriate, gender specific. Tip sheets for more than 80 topics, created within the KMS project, will be adapted into clinically supported, multi-media and interactive formats to align with our 'brief solution therapy' counselling model. Multi-media features in consideration include: special feature chat rooms, podcasts, quizzes, letter builders, and other vehicles enabled by technology.

As the design and development of the new kids' website proceeds, children and youth will be asked for input via online surveys. We will also approach our Student Ambassadors to provide feedback and direction. Combined, this input will help to ensure that the website meets the evolving needs of our youth audiences.

To date we have completed the planning phase for the KWS project, have researched design and development agencies with experience in the development of websites aimed at youth, and have issued a Request for Proposal (RFP) to guide the selection of an experienced and cost-effective vendor. Selection will take place in



July and the design and development of the new kids' website will get underway in August 2008.

Phase One of the new kids' website will feature two age segments - pre-teen and teen - and four priority topic areas (violence, sexuality, addiction and legal), and is set to launch in the spring of 2009. As content is developed by the counselling team it will be migrated over to the website. Phase Two, introduction of the kids and young adult segments, is planned for 2010.

The Futures Realization Project Team

In order to complete these priority projects, Kids Help Phone has put together a Futures Realization Project team which is now actively involved in moving the Futures Realization Projects forward. The research and writing of updated and enhanced content for more than 80 topic areas is being completed by a team of English and French writers including:

Jennifer Morley - Jennifer has been a member of the Toronto counselling services team at Kids Help Phone since 1996. As we move forward in creating the Knowledge Management system, she will be the senior content writer, working closely with the project team to ensure content development moves ahead as planned.

Andrée-Anne Provençal – Andrée-Anne joined the counselling services team in Montreal in 2006 and is researching and writing our new knowledge management content on sexuality.

Lucie Trudel – Lucie joined Kids Help Phone's Montreal counselling services team in 1999. Over the next few months Lucie will be focused on developing new knowledge management content on addictions.

To assist with the content development phase we have also hired three writers on a contract basis.

Amanda Baker – Amanda currently teaches at the University of Toronto and has been a freelance writer and editor for the past five years.

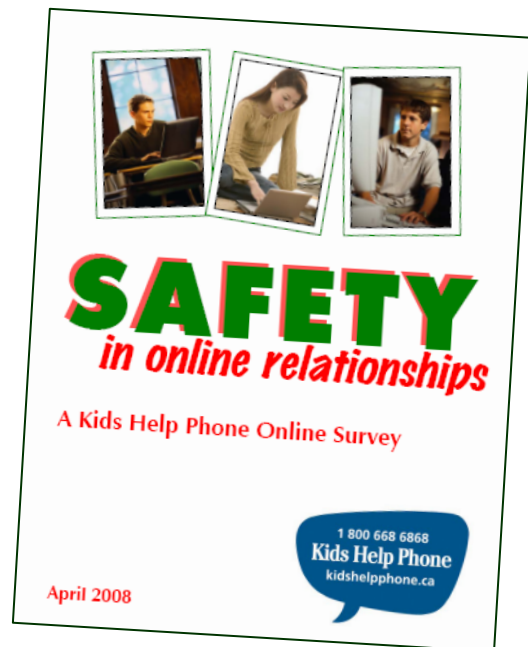
Anne Ptasznik – Anne is a communications consultant and freelance writer with an extensive background working in the health, social services, and career and arts sectors.

Tom Robles – Tom currently works as a teaching assistant at the Ontario College of Art & Design. He also has a private practice teaching English-As-Another-Language (EAL) students.

One of the first publications produced by the project team is the report titled **Safety in Online Relationships: A Kids Help Phone Online Survey**. Researched and written by Jennifer Morley, the report provides insight into the way young people view online relationships, the potential dangers of interacting online, and kids' level of awareness to the risks involved in pursuing such relationships.

The Future: Being There for More Kids in More Ways

The success of the Futures Campaign will enable Kids Help Phone to continue to grow in order to fulfill the ever increasing demand for our services. At the same time it will help us to meet the needs of children and youth across Canada in a time of rapidly changing technology and an evolving social environment.



Questions about the Futures Campaign? Contact:

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Counsellor's Corner

About four days ago I talked at length with a 16-year-old Aboriginal girl from one of the Prairie provinces. I will call her Victoria because she personified what victorious looks like. Victoria began the call by telling me she had no idea how to start. That happens sometimes when kids feel so overwhelmed they don't know what to say or how to say it.

After a little while she said: "I am afraid I am losing myself." And that expressed so well what she was about to tell me. Victoria had been sexually abused since she was about five years old. She said that she doesn't remember how she felt at the time because "part of me was slowly dying." Her mom and dad fought a great deal and left her in the care of her older sister who was seven at the time.

School was a challenge, because by the time she was eight she had already figured that "school had nothing to teach that I did not already know and I had no interest in learning what school wanted to teach me." – an interesting way of describing how out of place she felt among other kids and in the school environment.

The sexual abuse stopped when Victoria reached 12 years. But that didn't mean the hurt and anger stopped as well. She became enraged with the world and everybody in it. "I hated my father, my mother, sister, friends, my abuser, the whole world and especially myself!" At 14 she left school and home and started living on the street. At first she felt a sense of freedom and belonging in the homeless community, but after a while she got into drugs. Victoria fell deeper and deeper into the drug scene and her life became a blur of violence, fear, loneliness and self hate.

I was taken back how dispassionately Victoria described her ordeal – there was not the slightest hint of feeling sorry for herself! I shared this with her and she chuckled: "After a while you just give up feeling sorry for yourself. Too busy surviving!"

At the time of the call, Victoria had landed in a group home. Once in a while she still runs away but she feels happy they always know where to find her! The weekend before she called she went to a powwow and needed to tell Kids Help Phone how connected she feels whenever she dances in her beautiful clothes at the beat of the drummers. Her voice came alive when she described the dances and the feeling of belonging and coming home she feels when she dances.

I wondered if she still talks to her family but she has broken off contact. 'Not healthy' is how she describes them. She also doesn't feel comfortable telling the staff at the group home too much about her feelings and her life. But Kids Help Phone is okay because "you guys don't push me to talk and are interested in my story." Hearing Victoria say that made my day! What a wonderful gift she gave me.

We ended the call by discussing the possibility of connecting with an Elder in her Aboriginal community. The Elder could support her journey towards finding herself again and reconnecting with her roots. In a strong voice Victoria told me that she plans to ask around at her next powwow in a couple of weeks.

We don't often get to hear updates from the kids we talk with. But I have a strong feeling Victoria is on the road to victory over her past!

Aren, Kids Help Phone Counsellor



"Her voice came alive when she described the dances and the feeling of belonging and coming home she feels when she dances."

