

FUTURES
CAMPAIGN

Helping more kids
in more ways

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Kids Help Phone
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focus

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Graham Parsons of BMO Financial Group to spearhead Futures Campaign as national chair

"We are very pleased that Graham Parsons, Executive Vice-President, Global Private Banking, BMO Financial Group has enthusiastically volunteered to be the National Campaign Chair," says Tom McAllister, President and CEO of Kids Help Phone.

In his work at the bank, Graham Parsons leads the delivery and development of private banking services for high-net-worth clients – one of the fastest-growing financial market segments in both Canada and the U.S. Graham is responsible for the strategic direction of BMO's trust and estate, customized banking, investment management, family office and philanthropic advisory services as delivered through professionals in nearly 50 North American offices.

"I am honoured to be part of this transformative stage in the history of Kids Help Phone and grateful for the opportunity to play a role in leading the campaign," says Mr. Parsons. "Contributions to the Futures Campaign will make a vital difference to the future of Canadian kids. This will enable Kids Help Phone to provide a broader and more responsive range of services and to continue to set the standard for child helpline services worldwide."

"We have been very impressed with Graham's commitment and enthusiasm in working with our campaign team", says Tom McAllister. "Graham is a wonderful example of community leadership. His passion and dedication will be a huge asset to our campaign and in helping us to meet our objectives."



"Contributions to the Futures Campaign will make a vital difference to the future of Canadian kids."

WELCOME TO THE FIRST EDITION OF FOCUS - THE FUTURES CAMPAIGN NEWSLETTER. THIS BI-MONTHLY BULLETIN WILL PROVIDE REGULAR UPDATES REGARDING THE STATUS OF THE CAMPAIGN AND ABOUT 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. Campaign momentum is beginning to build as we have already received donations totaling \$250K. Our campaign strategy will be to conduct regional campaigns in major centres across Canada - Vancouver, Calgary, Edmonton, Toronto, Montreal and Halifax. 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. In campaigns such as this, the "public" announcement (i.e. with (continued on page 2)

Futures 101 – “What is the Futures Campaign, and why are we doing it?”

Kids today are facing issues that we never dreamed of when we were growing up: self-harm, online gambling and a far more sexualized social environment. At the same time, they are communicating in a different way - through the web. Since Kids Help Phone launched its online counselling service in 2002, the demand for counselling and information from kids has skyrocketed. At our current capacity, we simply cannot meet young people's needs.

As a result, Kids Help Phone needs to make a significant investment in our virtual infrastructure (i.e. building our capacity for online counselling and offering significantly more detailed and age-appropriate information online) and in the means to sustain an enhanced organization. Investing \$7.5 million today means we will have the capacity to triple the number of times we can help kids by 2010. Without this investment, we will begin to lose our relevancy to children as they continue to embrace web-based communication while we are unable to keep pace with their evolving needs.

A successful campaign and the resulting investment means that Canadian kids will be able to access one authoritative online source of safe and trustworthy information on a broad range of relevant topics. It will enable significantly quicker responses to their online “Ask a Counsellor” posts and it will help to ensure that their voices will be heard on a public policy level.

Helping more kids in more ways – that’s what the Futures Campaign is all about. With its success, Canadian kids will continue to have ready access to professional counselling support - any time of the day or night, anywhere in the country.

In our next issue: “What is it like being a kid today?”

Damon Allen and Jann Arden lend their support to the Futures Campaign

Damon Allen, pro-football's all-time passing yardage leader and award-winning musician Jann Arden are lending their enthusiastic support as honorary co-chairs of the Futures Campaign. Both Damon and Jann are long-time supporters of Kids Help Phone.

Damon Allen has regularly donated his time and support to Kids Help Phone through supporting various fundraising events such as the Bell Walk For Kids. In 2005, he held the first annual Damon Allen Quarterback Challenge in support of Kids Help Phone. Damon and his wife Desiree have three daughters, Amanda, Alyssa and Ateya, and recently welcomed a son, Airus.

Jann Arden, a Kids Help Phone Artist Ambassador has been a Kids Help Phone supporter for years. Jann has just finished filming a Kids Help Phone public service announcement which will begin airing on television in the fall. She is a Juno Award winning singer and songwriter who has been honoured with a star on Canada's Walk of Fame.

We are absolutely delighted to have these two outstanding Canadians working with us to help more kids in more ways. Their talent and passion will help to guarantee the success of the Futures Campaign.

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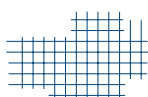
a high profile event and media coverage) does not occur until approximately 50% of the fundraising objective is achieved. We hope to be in a position to proceed with the public launch of the campaign in mid-2007.

In addition to campaign updates, this newsletter will feature a section called 'Futures 101' which will serve as a helpful reminder to those of you who have been working more closely with the campaign and as an informative primer for those of you who have not been as closely involved with this exciting initiative. Each issue will also feature the 'Counsellors' Corner'. This section will be devoted to real life stories and to examples of how we are making a meaningful difference in the lives of so many children and youth across Canada.

We're Building Momentum

As noted in the introduction, the Futures Campaign has already received two donations. An anonymous donor from Western Canada has generously donated \$200K towards building our capacity in that region in the areas of awareness generation, volunteer and fund development. Kids Help Phone was also the beneficiary of a \$50K donation from the recent Air Canada/ WestJet settlement.

We would also like to take this opportunity to acknowledge the generous support from BMO Financial Group. One of the four founding sponsors of Kids Help Phone, BMO's donation of \$150K in 2005 enabled us to conduct the initial research and planning necessary to ensure the success of this transformative campaign.



Dynamic duo to head up Toronto campaign cabinet

We are very pleased to announce co-chairs for the Toronto Cabinet: John W. Mercer, Chief Executive Officer of Bangor Metals Corporation and Michael Newton, Senior Vice-President, Associate Portfolio Manager of Blackmont Capital.

“When I was approached to be part of the Futures Campaign, I accepted without hesitation,” says John Mercer. “When a young person calls Kids Help Phone, they know they will receive anonymous and confidential help.”

John Mercer is the Chief Executive Officer of Bangor Metals Corporation, a trusted supplier of high quality precision machined and fabricated metal components to the rail, mining, defense, construction and other off-road heavy equipment industries throughout North America. Prior to his business career he served as an infantry officer in the Canadian Army. Mr. Mercer currently lives in Toronto with his wife Carol and their three children Eric, Grant and Victoria.

Michael Newton echoes Mr. Mercer’s sentiments about Kids Help Phone and the Futures Campaign.

“My decision to become involved in this campaign was an easy one,” says Mr. Newton. “As the father of young children, this organization holds a special place in my heart. We, as a community and, as a country, have a responsibility to take into account the complex issues kids are facing today that would’ve been unimaginable 20 years ago.”

Mr. Newton’s introduction to Kids Help Phone came in 2000 when his foursome won 3rd place at the Kids Help Phone Pro-Am Golf Classic. Since then he has been intrigued by both the nature of the support and care provided by Kids Help Phone as well as by the dynamic individuals who were already involved with the organization. Mike lives in Toronto with his wife Jennifer and their two children, Kate and Jack.



John Mercer

“It is exciting to be part of creating something ground-breaking that will benefit the kids of today and tomorrow.”



Mike Newton

“It gives me tremendous satisfaction to help ensure Canadian children receive the support they need in a society that has changed tremendously over the past 30 years.”

Dedicated volunteer becomes Vancouver Futures campaign chair

“As a long time volunteer of Kids Help Phone, I have been very proud to be a part of an organization that is able to have such a positive impact on the lives of so many children and youth across Canada.” says Harry Wierenga. “I am especially delighted to be able to participate in the Futures Campaign, one of the largest and most comprehensive fundraising efforts Kids Help Phone has ever undertaken so that we will continue to be able to meet the ongoing and changing needs of Canadian kids.”

As the recipient of the 2005 Kids Help Phone BC Volunteer of the Year award, Mr. Wierenga has been a dedicated and invaluable member of the Kids Help Phone team. In addition to his full-time job as Regional Director at BMO Harris Private Banking in BC, Mr. Wierenga is currently chairing

both the Vancouver Chapter Council and the Major Gift Committee for the BC Region.

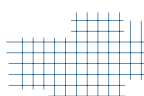
Having been an active leadership volunteer with Kids Help Phone since 2000, Mr. Wierenga has been instrumental in expanding Kids Help Phone’s philanthropic giving initiatives in the BC Region. His past efforts include organizing a fundraising dinner at the home of well-known philanthropists Joseph and Rosalie Segal, as well as obtaining annual major gifts from corporations and foundations. His daughter, Jaclyn, has been a Student Ambassador for five years.

“It has been an absolute pleasure working with so many talented and committed volunteers in the Vancouver Chapter and across BC,” says Mr. Wierenga.



Harry Wierenga

“I very much look forward to many more fundraising successes so that we can continue to provide this vital service to children and youth across Canada.”



Counsellors' Corner

The purpose of Counsellors' Corner will be to provide you with some insight into the range of issues our counsellors encounter, and the great work they do everyday.

Today my thoughts are on a call I received two days ago... The boy, I'll call him Michael, wasn't talking, but it seemed clear to me that he was reaching out to be heard.

I began by asking him some questions... how old he is, what grade he's in, what's his favourite subject in school. Slowly, Michael began to open up.

He told me it was his birthday and that he was turning 10. I wished him a happy birthday and he softly replied, "Thank You". He told me that I was the only person to have wished him a happy birthday so far. I remember thinking how odd that was, considering it was already lunch time when he called. Michael told me that last year, his birthday went by without anyone acknowledging it and he was hoping this year would be different because he's been getting good grades in school.

I realized that Michael believed it was his fault that his family had not acknowledged his birthday! He told me that last year his grades were poor and he presumed that's why they ignored his birthday. He told me that his brother is really smart and gets really good grades in school, all A's. Hearing Michael say that he felt his parents loved his brother more than him because of his good grades caused my heart to break for him.

As a counsellor and a mother, I wanted to somehow reach through the phone to embrace this child! I understood that Michael had been holding on to his feelings for a very long time and I praised him for finding the courage to call us and talk.

I encouraged Michael to share his thoughts and feelings with other adults in his life, including his parents. Together we came up with a plan to write his parents a letter so he could tell them how hurt he was that they didn't wish him a happy birthday and how he felt that they didn't love him as deeply as his brother.

At the end of the call, Michael's voice sounded stronger. He admitted that he was still sad because it was his birthday and it didn't feel like a special day for him, but he was relieved to have a plan in place in regards to how to approach his parents.

A few hours later I heard from a colleague that a caller was asking for me. It was Michael and he sounded happy! He wanted to tell me that when he went back to school after lunch, his teacher and his classmates had made a card for him and each person signed it. His family had still not wished him a happy birthday, but he was giving some thought to his letter and said he felt ready to write it soon.

Kathy
Kids Help Phone Counsellor

A recent federal government study revealed that reported cases of abuse and neglect rose 125% from 1998, the last time it was measured.

(THE CANADIAN INCIDENCE STUDY OF REPORTED CHILD ABUSE AND NEGLECT, 2005)

Suicide is the second leading cause of death among 10-19 year olds after accidents, accounting for 24% of all deaths in this age range.

(STATISTICS CANADA, 2002).

Eating disorders are now the third most common chronic illness in adolescent girls.

(ADOLESCENT MEDICINE COMMITTEE, CANADIAN PEDIATRIC SOCIETY, 2001)

One in four Canadian families was headed by a lone parent in 2002 – a 58% increase from 1986.

(STATISTICS CANADA, 2003)

Questions about the Futures Campaign?

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