

FUTURES
CAMPAIGN

Helping more kids
in more ways



focus

Issue 4 | August 2007

Calgary Announces Campaign Chair

Kids Help Phone is thrilled to welcome Mr. Steve Laut as the chair of the Calgary Futures Campaign Team. Mr. Laut and his wife Lori Egger, have been long time supporters of Kids Help Phone.

Mr. Laut is President and Chief Operating Office of Canadian Natural Resources Limited. Canadian Natural is an Oil and Natural Gas company with operations in Canada, the North Sea and Offshore West Africa. As part of the Senior Management Team at Canadian Natural, Steve has helped steer the growth from 67,636 boe/d in 1995 to 580,724 boe/d in 2006 and has provided leadership for the Horizon Oil Sands project which is currently under construction.

"I decided to get involved with Kids Kelp Phone because I believe it provides real time and relevant services for kids who need someone to talk to." Mr. Laut comments. "This service is free and is easy to access via a phone call or the click of a mouse whether the young person lives in an urban or rural setting."

Mr. Laut and his wife have two daughters.

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 Community Campaign

Patrick Tung
Associate Director and Senior Private Banker
BMO Harris Private Banking

Calgary Community Campaign

Robert Young
Assistant to the President
Rawlco Capital Ltd.

John Brussa
Partner
Burnet, Duckworth and Palmer LLP

Toronto Community Campaign

Kostas Andrikopoulos
President & CEO
T.E. Financial Consultants Ltd.

John Wilson
Owner, President & CEO
American Fleetcard Services Inc.
TEC Chair, Greater Toronto Area



Steve Laut

"This service is free and is easy to access... whether the young person lives in an urban or rural setting."

Questions about the Futures Campaign? Contact:

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Deborah Lenardon, Campaign Manager
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Futures 101-Who Does Kids Help Phone Help and What Topics are on Their Minds?

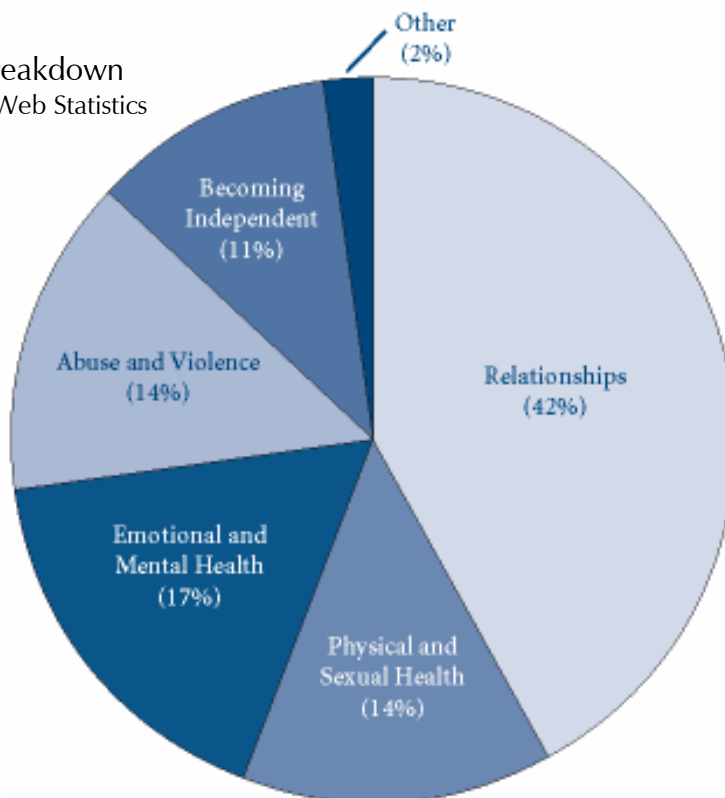
The suburbs, “inner city”, downtown, small town, rural or remote community: that’s where kids call and post from.

More than 70 per cent of young people who contact Kids Help Phone are well-functioning kids who can normally handle the problems and challenges they come up against. They reach out to Kids Help Phone because they have questions about issues that are common in adolescence like dating or when faced with an issue like the death of a parent and aren’t equipped to deal with using their regular support system.

The remaining 30 per cent are children at risk. These young people don’t have the confidence or skills to approach the challenges of growing up and who don’t have the ongoing support they need to deal with their problems and are prone to potentially dangerous behaviours (such as self-harm, addiction, eating disorders, and even suicide) in an effort to cope.

Our phone and online counsellors hear about every single problem and situation you can imagine – and many that you can’t. Kids turn to Kids Help Phone with concerns about relationships and questions about their changing bodies. They talk about how they feel about themselves emotionally and physically. They trust us when they’re dealing with abuse or violence in the home.

Topic Breakdown
Phone and Web Statistics



Whether a young person has a straightforward question or is in crisis, we’re there 24 hours a day, seven days a week, 365 days a year. Helping kids now and for years to come – that’s the inspiration driving the Futures Campaign.

This bi-monthly bulletin will provide regular updates regarding the status of the campaign, announcements about volunteers, donors’ gifts, as well as details about the realization phase of the Campaign.

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

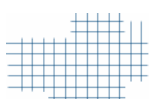
Our campaign strategy will be to conduct regional campaigns in major centres across Canada – BC, Alberta, Ontario, Quebec and in the Atlantic region. Each regional campaign will be operating on a slightly different timeline, but the emphasis over the coming weeks will be on the process of prospecting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



“Realization” Update

The Futures Campaign is composed of two very different sets of activities:

1. initially to successfully raise the funds
2. subsequently to responsibly invest those funds to enable Kids Help Phone to achieve its Campaign commitment of “being there for more kids in more ways”.

The Two Phases

In order to avoid confusion between these two distinct phases, we refer to the campaign’s fund development and project implementations as the “execution” and the “realization” phases respectively.

Now that we have received pledges for the first \$1.0 million towards our campaign goal of \$7.5 million, we will begin updating you regarding the exciting plans and progress that your efforts and contributions are making possible towards the realization phase of the Futures Campaign.

The Realization Phase

The realization phase of the campaign represents a balancing act between a wide range of factors and considerations, the most fundamental of which is timing. We cannot, of course, proceed before funds are received, and then project sequencing becomes critical (since some projects’ phases are dependent on other projects or phases occurring first). In some cases, additional complexity may result from directions provided by our benefactors (such as in instances where they indicate an interest in supporting a specific element of the realization plans).

Subject to constraints such as those noted above (and without going into too many details), here is a very high level overview of the sequencing for the realization phase of the Futures Campaign.

Knowledge Management System and Transformation of the Kids’ Website

We have immediately commenced work on the implementation of the knowledge management system. This will enable us to put critical information at our counsellors’ fingertips. As well, this “root” information will form the basis of the age-specific and interactive information which will then enable us to transform our kids’ website. It has been estimated that completion of the knowledge management system and the full transformation of the kids’ website will require up to 21 months.

Given the promise that these two initiatives hold for both our counselling team and for the young people who rely on Kids Help Phone, we will proceed with this work as quickly as funds and personnel resources permit.

Fund and Volunteer Development Software System

Another project which we must immediately undertake is the implementation of a new fund and volunteer development software system. The key limitation of the current system is that it was never designed to be used by remote office locations and hence it presents significant performance challenges for the regions outside of Ontario. As a result, essential data now gets stored in multiple databases, increasing costs and making it more difficult to communicate with donors and volunteers.

The ideal time to implement a fund and volunteer development system, from a fiscal and organizational planning perspective, would be early in the new calendar year immediately following the year-end closing of our financial books. With this in mind, we have commenced work to activate this new system on March 1, 2008.

Additional Counselling and Sustainability Resources

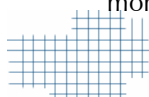
Telephone volumes were up 9% in 2006 versus the previous year, and online postings to our “Ask a Counsellor” service were up 43%. In order to address unfulfilled demand, we need to hire more counsellors as well as the fund development resources necessary to sustain them. An early pledge has enabled us to engage some additional fund development and awareness generation resources in Western Canada. As soon as feasible, we will complement this and other sustainability investments with additional counselling resources.

Other Investments

Subsequent investments will be made in **electronic training modules** for our counsellors (based upon the “root” information in the knowledge management system), **exploring the use of technology for possible new approaches to counselling** (such as instant messaging) and towards using our unique data for **research and public education**.

Watch for Ongoing Updates

Once again, this is just an overview of the many elements of the realization phase of the Futures Campaign. Ongoing updates will show how the generous support of our donors and the dedicated efforts of our volunteers and staff are helping to make the promise of the Futures Campaign a reality for Canada’s youth.



Counsellor's Corner

Today, talking with kids on the phone and reading their messages on the Internet, I was struck by the strength that's in each young person. Despite all the troubles they face, I've seen them all find the courage to continue to search for a solution, a way to feel better and to make their lives easier, more harmonious. Wow!!! Without my having to try to convince them or find the strength for them, I have seen that strength rise up—quite naturally—all while I was just listening to them and offering my support.

Here's an example.

A young boy was talking to me about his mother who is completely overloaded at work and becoming increasingly irritable at home. She gets angry easily and, for the past few weeks, the family atmosphere has been really strained.

So I asked him what he's tried to do so far to try to improve things. Well, he then listed more than five truly clever ideas he and his sister tried, things that showed they were doing the best they could. From doing household chores to making supper, on three occasions in fact! They really put a lot of effort into it.

What I found amazing was the boy's understanding of the situation and how he sensed that his mother needed help... I thought it was smart that, despite there not being much change in the situation, here he is calling us today to continue to try and he's telling how this has made him feel... His concerns, his frustrations... and, above his desire for change and his efforts to make things better in his family... Well done!

It fills me with wonder to see that in the darkest hours, inside each young person there is still this strength to chase away the grey clouds and find a little sunshine... Here's to you kids, for you are truly strong!

Did you know?

- A \$5,000 donation will help counsellors prevent 40 teens from acting on ideas of self harm.
- A \$10,000 donation will help counsellors respond to 100 online posts from young people about issues ranging from dating to suicide.
- A \$20,000 donation will help pay for eight full days of continuous Kids Help Phone counselling.

