

FUTURES
CAMPAIGN

Helping more kids
in more ways

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Kids Help Phone
kidshelpphone.ca

focus

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Atlantic Region Announces Campaign Chair

Kids Help Phone is thrilled to welcome Carole Cooley as the Atlantic Regional Chair. Carole has been an active Kids Help Phone volunteer within the Halifax Chapter since 2001. She has served on the organizing committees for Designer Showcase, Haliwood Pre-Oscar Party, and in 2004 and 2005 co-Chaired the Aliant Walk for Kids Help Phone.

"I continue to be inspired by the good work that Kids Help Phone does in counselling Canadian children and youth, and for the personal development opportunities available via the Student Ambassador Program. Through my involvement in Kids Help Phone I have met some inspirational kids, and some inspirational adults who donate their time to ensure that Kids Help Phone will continue to be there for kids.

"The Futures Campaign is an important undertaking for Kids Help Phone, to ensure that the services continue to keep up with the changing needs of Canadian children".

Following completion of her Bachelor of Commerce degree from Dalhousie University, Carole lived in Sweden and Toronto, before moving back home to Halifax. She is employed with Metasoft Systems as the Sales Manager of the Halifax office, and is responsible for the company's business in the Southeastern United States. Metasoft's two on-line resources, BIG Online and FoundationSearch, aid not-for-profit organizations in locating funding from private and corporate foundations. She is also an active member of the Halifax Chamber of Commerce.

Carole and her husband John Sewuster enjoy travelling, home renovation projects, and are currently building a cottage on the South Shore of Nova Scotia.



Carole Cooley

"I continue to be inspired by the good work that Kids Help Phone does in counselling Canadian children and youth."

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.

Quebec Campaign Cabinet

Sylvie Giguère
Vice-President – SMB Sales, Quebec
Bell Canada

Nick Lopocaró
General Manager
McKesson Canada APS

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Futures 101- Helping Kids More Often

"I don't know what to do. I feel so worthless. I've contemplated suicide many times. I just hate the person I'm becoming and I don't know where to find meaning in my life."

The above is an excerpt from a recent posting to our online counselling service. Kids come to us for many reasons – whether for general information, for counselling or just to have someone who will listen while they sob into the phone. In the famous opening line to his book "A Tale of Two Cities", Charles Dickens wrote: "It was the best of times, it was the worst of times", and much the same can be said for the world our young people are growing up in today.

As a nation, Canada enjoys a standard of living which places us among the world's most fortunate, but the range within Canada is wide and prosperity itself results in many social challenges. In the same way, while technology makes it easier than ever before to find information or for young people to communicate with each other, the same technology can be misused for other purposes such as cyber-bullying and child pornography.

Kids call and visit more than ever

Demand for our services continues to grow. On a year-to-date basis, telephone calls are up slightly (+1%), while postings to our "Ask a Counsellor" online counselling service continue to grow sharply – up +11% versus a year ago. More young people than ever before are visiting our website and reading the responses of our professional counsellors to other kids' issues or concerns.

In 2004, the average online readership per web posting was 33; in 2005 it had grown to 43; and in 2006, it stood at 60 views per post. On a latest twelve month basis, it now stands at 76. This means that for every young person who submits a posting and receives a customized response, 76 other kids read and learn from that same professional counselling interaction. An added benefit for website viewers is that they can either browse through the many online postings or use the search engine to zero in on the area(s) of greatest interest to them.

Technology – a boon and a challenge

While technology such as this is enabling us to help many more kids, it has also presented us with our greatest challenge. Our commitment to those who ask

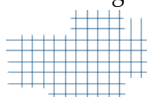
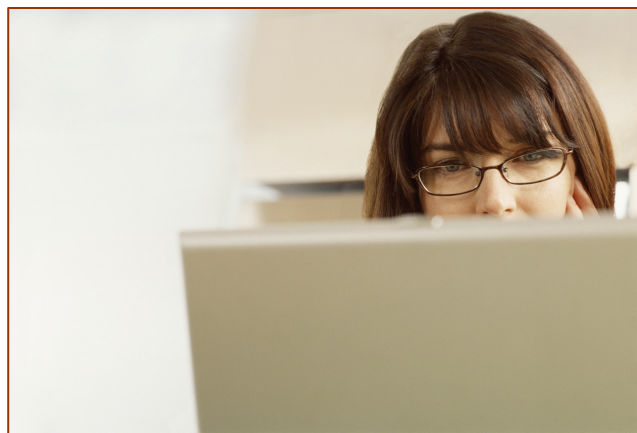
us questions online is that we will provide a response to them within 72 hours (which we realize must seem like a very long time for a young person who is troubled by something and who has grown up in an instantaneous world). Nonetheless, we still find it necessary to shut down the "Ask a Counsellor" service about one-third of the time so that we can catch up with a backlog of postings. The good news is that this will soon be changing.

Our goal for 2010

Through the Futures Campaign, we will be able to invest in the tools, training and staff to reduce the turnaround time for responding to web postings while ensuring that the "Ask a Counsellor" service is available without interruption. Achievement of our fundraising goal of \$7.5 million will enable us to triple our capacity to help kids by 2010. With your support, together we can accomplish our goal of "being there for kids".

Did you know?

- A \$5,000 donation will give 100 scared children someone to turn to in the middle of the night
- A \$10,000 donation will help 80 children get help dealing with an abusive relationship
- A \$20,000 donation will help counsellors respond to 200 online posts



“Realization” Phase: Knowledge Management Project Update

Kids Help Phone has always worked very hard to provide consistent, high quality counselling and information services to callers and website visitors. Work is now underway to take the next step towards further improving the quality and consistency of information provided to our young callers and website visitors. This will require implementing a new set of skills, processes and technology that has been in development in academic and business settings for the past five to ten years – a set of techniques that is collectively known as knowledge management.

SharePoint meets our needs

Having reviewed many of the software systems available to support knowledge management programs and activities, Kids Help Phone identified several technologies that could potentially meet the needs of our organization. A product called SharePoint, developed by a Kids Help Phone sponsor, Microsoft, was identified as one of the systems that would meet our requirements. Microsoft Canada has generously donated this software for the knowledge management project and, furthermore, introduced us to a Canadian web development firm named imason Inc., a Microsoft Gold Certified Partner.

Development of the project

A team comprised of colleagues from Microsoft, imason and Kids Help Phone have worked together over the past few months to map out the potential that a knowledge management system holds for our counsellors and, more importantly, for the young people who depend upon our services. Working together, a list of the required features for the system has now been developed by the team.

Momentum on this project is building. Based on the list of required features, additional resources have now been recruited onto the team and a plan of action has been mapped out for development of the first phase of the project. During this phase, the core functions of the software will be developed, tested, and implemented at Kids Help Phone. Also during this first phase, the vast majority of the initial “root” information to be stored and made available to counsellors will be planned, assembled, written, edited and published to the system.

This will be a large, complex project, but we are very excited by its potential and greatly appreciative of the generous support being donated by imason, Microsoft

and our other Futures Campaign donors who make all of this possible.

A new member of the team

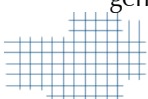
As part of the aforementioned additional resources, it is with great enthusiasm that we announce the addition of Laura Arndt to our counselling management team as the Director, Knowledge Management. This role, initially funded through the Futures Campaign for the next two years, will be focused on the development of our Knowledge Management system for counsellors and the development of our new Kids’ website. Laura will be carrying responsibility for public education activities, which will increase as the Knowledge Management and kids’ website projects are completed. She will also represent counselling in her work with Meghan Reddick, Director Marketing and e-services, as she directs these projects.

Laura comes to us with over 26 years’ experience developing, delivering and managing services and supports of adults, children and youth. She brings a wealth for knowledge in many different facets of management and social services gained through the various positions she has held. Laura brings to our Kids Help Phone team a background of experience with the Ministry of Community and Social Services and the Ministry Children and Youth Services, the Special Services at Home program, York Detention Centre, Thistletown Regional Centre, and Syl Apps Youth Detention, Custody and Treatment Centre. She is an active volunteer who works with the Canadian Red Cross as part of Disaster Management Services and has sat on and chaired volunteer boards throughout her career. Laura is well respected in the field and will be a valuable addition to our team.

Further benefits of Knowledge Management

As we proceed with the realization of this project, our excitement is building in anticipation of achieving improvements to both the effectiveness and the efficiency of our ability to provide services to young people.

In addition to enabling counselling service improvements, the new knowledge management system will also serve as the foundation for two additional key Futures Campaign projects – the transformation of our kids’ website and the implementation of an e-learning capability for the counselling team. Thus the knowledge management system will provide us with the very foundation we’ll need in order to help more kids in more ways.



Counsellor's Corner

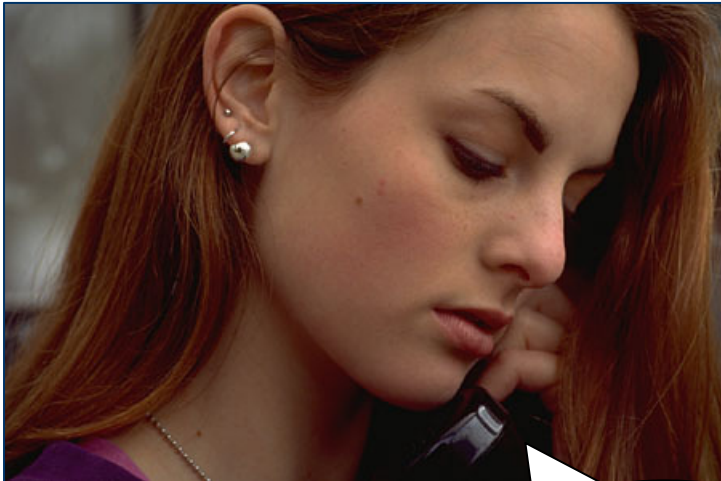
Tonight, I can't get an intense call out of my head... A young girl, 18 years old, told me quite courageously (and all the while clearly not wanting to disparage her mother too much!) that she can no longer stay at home. "My mom smothers me completely! I'm not allowed to do anything." She told me about the rights and responsibilities that she's been deprived of for several years now. Her story was so astonishing I had a hard time believing it. Her mother isolates her, makes her feel guilty... Then she confessed to me that sometimes she thinks of suicide as a way to escape her mother's grip... "I admit that even though I shouldn't, I sometimes think about killing myself."

I listened to her, and I find it truly courageous that she has dealt with this for all these years... Tonight, I know that Kids Help Phone made a difference in this girl's life. We didn't solve everything. We didn't change her mother... But we shattered this young girl's psychological isolation, we allowed her to really express herself and to see that she has reason to be troubled about her situation. We allowed her to maintain the hope that one day she will be able to feel better. Even if that may mean leaving home...

Like so many others, this young girl felt so isolated she didn't believe she could get help. She found an attentive listener in Kids Help Phone. She realized that somewhere there are people to help her...

For my part, I finished my shift feeling privileged to be able to help improve the well-being of young people...

Anick, Montreal Counsellor



"My mom smothers me completely! I'm not allowed to do anything."

This bi-monthly bulletin will provide regular updates regarding the status of the campaign, announcements about volunteers, donor 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 'Counsellors' Corner, devoted to real life stories and examples of how we are making a meaningful difference in children's lives.

