

FUTURES
CAMPAIGN

Helping more kids
in more ways

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Kids Help Phone
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focus

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Futures Campaign Receives \$2 Million Gift!

Kids Help Phone's Futures Campaign is closer to reaching its \$7.5 million goal thanks to the generosity of BMO Financial Group which announced a visionary gift of \$2 million at the campaign's official public launch on Thursday, November 8th.

The gift, which was presented to Kids Help Phone at the Campaign Launch reception last month, will allow Kids Help Phone to increase counselling resources and enhance their online counselling and information tools.

The late afternoon celebration reception for supporters, donors and our Campaign Team was held at the Metro Toronto Convention Centre with approximately 75 people on hand for the official announcement.

Guests at the launch reception included Graham Parsons, National Campaign Chair, Regional Campaign Cabinet Members from across the country, current and former Kids Help Phone Board Members, staff, volunteers, donors and supporters and featured Jann Arden, Honorary Campaign Co-Chair, as the reception's emcee.

The highlight of the event was the announcement of this visionary lead gift donation by BMO Financial Group.

"Last year, Kids Help Phone helped kids more than 1.5 million times, yet the demand continues to increase. Too many children remain at risk because we do not have the website capability to meet the demand from young kids who communicate primarily in the web world," said Graham Parsons, EVP, Global Private Banking, BMO Financial Group, and National Chair of the Futures Campaign.

"The gift from BMO Financial Group, in combination with the generous donations from our other Futures Campaign supporters, means that Kids Help Phone is well on its way to meeting its goal of raising \$7.5 million," added Parsons.

Earlier that day at the First Canadian Place BMO Branch, Bill Downe, President and CEO of BMO Financial Group, presented a cheque for \$2 million to Jann Arden

and Tom McAllister, President and CEO Kids Help Phone.

"BMO employees across Canada support Kids Help Phone by fundraising and volunteering time," said Bill Downe, President and CEO of BMO Financial Group. "Kids Help Phone services are important for our communities and it is satisfying for us to know that BMO's lead donation will help ensure that Kids Help Phone can connect with the growing number of children who might otherwise fall through the cracks without that support."

In addition to the gift by BMO Financial Group, the Futures Campaign has already received generous support from a number of donors across the country including an additional lead gift of \$750,000 from Rob and Ruth Peters and family of Calgary, AB. These pledges mean that Kids Help Phone is now more than 50 per cent of



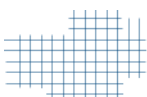
Bill Downe, President & CEO, BMO Financial Group presents Honorary Campaign co-Chair Jann Arden, Tom McAllister, President & CEO, Kids Help Phone, and Graham Parsons, the Futures Campaign National Campaign Chair with a cheque for \$2 million at the launch of Kids Help Phone's first-ever major gift campaign.

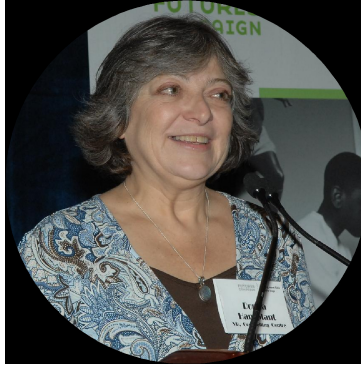
the way to its goal of raising the \$7.5 million necessary to ensure we can continue to provide a service that meets kids' evolving needs and expectations while planning for future growth.

“We are thrilled at the generous show of support we have received for the Futures Campaign,” said Tom McAllister, President & CEO, Kids Help Phone. “The investment by BMO Financial Group, the Peters family and our other generous supporters will help ensure that we maintain and enhance our relevancy to children as they continue to embrace web-based communication.”



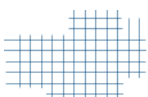
Clockwise from top right:
 Graham Parsons, National Campaign Chair
 Graham Parsons and Jerry Patava, Board Chair, Kids Help Phone
 Jane Filbee, Atlantic Region Campaign Cabinet Volunteer, Bill Saul, Former Kids Help Phone CEO, Carol Cooley, Atlantic Region Campaign Cabinet Chair
 Jann Arden, Campaign Honorary co-Chair
 Public Launch Event at the Metro Toronto Convention Centre





Clockwise from top right:

Bill and Donna McEwan; Sharon Girgis, Sophia Labonte and Meghan Reddick; Bruno Mital, Quebec Regional Director, Nick Loporcaro, Quebec Region Campaign Cabinet Volunteer, Jeffery Lusher, Quebec Region Campaign Cabinet Chair, Marie-Christine Chamberland, Quebec Campaign Associate; the Futures Campaign team; Harry Wierenga, BC Region Campaign Chair, Graham Parsons, Kathie Jagger, BC Regional Director, Kids Help Phone, Bruce Jagger; Kevin Shea, Former Kids Help Phone Board Member, Lesley Sims, Campaign Director; Donna Hansplant, VP, Counselling Services



Thank you to our dedicated volunteers, staff and donors

I would like to take this opportunity to sincerely thank everyone who is helping to make the dream of the Futures Campaign a reality, including: our volunteers across Canada who believe in Kids Help Phone and the services we provide and have offered their time and expertise to help Kids Help Phone become an even better service in the future; our dedicated staff across the country who have worked tirelessly to recruit, support and encourage these volunteers; and finally, our very generous donors who have shown their passion, commitment and belief in the vision. On behalf of all the kids you have helped us to help, both today and in the future, many thanks.



- Tom McAllister

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 is to conduct regional campaigns in selected 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 with the recent public launch of the campaign, the emphasis over the coming weeks will be on the cultivation and solicitation of campaign donations.

BC Campaign Cabinet

Harry Wierenga
Jay Hayden
Patrick Tung



Harry Wierenga

Alberta Campaign Cabinet-Calgary

Steve Laut
Dave Sprague
Rob and Ruth Peters

Bob Young
John Brussa

Alberta Campaign Cabinet-Edmonton

Stephanie Brown-Yoshisaka
Ricki Golick
Ken Shebib



Mike Newton
John Wilson

Ontario Campaign Cabinet

John Mercer
Mike Newton
Jess Mann
John Wilson

Kostas Andrikopoulos
Bryan Pearson
Marc Seaman
Guy Jarvis



Jess Mann
Kostas
Andrikopoulos

Quebec Campaign Cabinet

Jeffery Lusher
Nick Loporcaro
Sylvie Giguère



Left: Jeffery Lusher
Right: Nick Loporcaro

Atlantic Campaign Cabinet

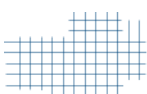
Carole Cooley
Steve Murphy
Jane Filbee



Left: Carole Cooley
Right: Jane Filbee

Did you know?

- A \$1,000 donation will help counsellors be there for 10 children who call about bullying
- A \$5,000 donation will help counsellors answer online posts from 50 kids dealing with eating disorders
- A \$10,000 donation will help us send awareness materials to 200 Canadian schools



Counsellor's Corner

It was my friend Marie-France's birthday and we went out on the town to celebrate it wholly, as she was dreading becoming a year older and none the wiser. By 2:20 am we were fully exhausted and we ordered a street hot dog to finalize the celebration, *with class*. In a bitter cold, as we waited for our order, a young girl who couldn't be older than 17 came by to ask us for money.

She had on wool stockings, a short mini skirt, big black boots, and a few layers of thin clothes that couldn't possibly be keeping her warm. She had long stringy blond hair hidden underneath a red and white toque and a cute pink diamond in her nose. Her eyes looked tired and appeared to be more suited for someone who was 30 years older. But the rest of her looked like any other teenager, who struggled with parents about makeup, boyfriends and curfew.

I smiled at her and asked if she wanted a hot dog. She declined, but asked if I could get her a soft drink. We started talking and she told me a bit about her life story. She was 16 and her mom had kicked her out two years earlier. She had spent time being dragged from one foster home to the next and back to her home again. She said that when she was 16 and learned that in Ontario she could be independent, she decided to make a move out to Toronto. She hitchhiked all the way from Vancouver. When asked about her home, she said "I miss the mountains, but I don't miss my mom's boyfriend beating me on a daily basis, spitting on me and calling me a whore..." She shared more of her upbringing and the difficult life she had experienced. It was heart-wrenching. She told me that she would rather be homeless than living with her wicked mother and evil boyfriend.

I asked if she had ever heard of Kids Help Phone to get help on finding shelters, and before I finished my sentence she interrupted and said "Yeah, I love Kids Help Phone!! They have saved my life many times. They linked me up with Covenant House and whenever I get depressed I call just to talk".

I wanted to take her home, I wanted to be there for her and give her a new beginning, the stability and security she deserved at such a young age. I had the biggest lump in my throat and just felt like crying because she seemed like such a survivor, such a young brave girl and so alone. She thanked me for the drink and skipped across the street to meet up with some friends.

As I got in the warm cab, I thought of how amazing it was to put a face to a caller. Every day we talk to such kids who have run away, been kicked out or are new to the streets and so very afraid and alone. She said that she was going to be okay. I didn't know that she would be. The only comfort I had was that she could call us anytime. It was good to hear that she knew people out there cared and it made me feel proud of our work.

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 look forward to working with you.

Atlantic Region Campaign Cabinet

Steve Murphy
Senior Vice-President, Atlantic
Provinces Division
BMO Bank of Montreal

Jane Filbee

Alberta Campaign Cabinet- Edmonton

Ricki Golick
Treasurer, Canadian Western Bank

Stephanie Brown-Yoshisaka
Owner, Sales Manager
WatchIt

Ken Shebib
Owner, Maxwell Realty, Fort
McMurray

Questions about the Futures Campaign? Contact:

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