

FUTURES
CAMPAIGN

Helping more kids
in more ways

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Kids Help Phone
kidshelpphone.ca

focus

Issue 7 | February 2008

Campaign donors and volunteers are making the difference

The Futures Campaign has been actively underway for the past year and thanks to the passion, caring and generosity of our donors, we have now successfully secured pledges for more than 50% of our \$7.5 million campaign goal. From the bottom of our hearts, and on behalf of all the children from across Canada you are helping us to help, please accept our most sincere thanks.

What this campaign will make possible

At the outset of the campaign just over one year ago, our objective was to raise \$7.5 million within 24 months. No doubt we would all agree that, while critical, the funds are really just a means to an end.

The real inspiration derives from what they will make possible – a virtual transformation of our service. They will enable us to make the great work that our professional counselling team does each and every day even better and make it possible for us to reach more kids than even before. From hiring and training more counsellors to upgrading our kids' website to make it the destination website on matters of interest or concern to youth, your support for the campaign will make a meaningful difference in the lives of millions of Canada's young people in the years to come.

Our challenge now

The official public launch of this campaign in November was made possible by the generosity of many donors, including a Lead Gift of \$750,000 from Rob and Ruth Peters and family of Calgary as well as a Visionary Gift of \$2 million from BMO Financial Group. In addition to the generous support of all our donors, the campaign would not have been possible without the commitment and support of devoted volunteers and staff.

Now, with just eleven months left in the campaign, the challenge will be to secure pledges for the remaining \$3.6 million of the \$7.5 million campaign goal. If you haven't already done so, we hope that you will be inspired to join in our campaign today. Working together, and with your support, we will ensure that there is always someone there to provide information and counsel when kids need it most.

Recent Gifts

Our sincere thanks to the following donors who have recently committed their support to the Futures Campaign:

Anonymous Donation
\$100,000

The Grocery Foundation
\$100,000

Mr. Stephen Laut
\$100,000

Mr. Allan P. Markin
\$100,000

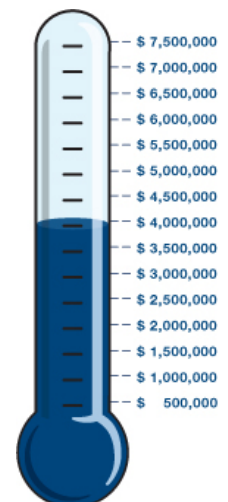
Nelson Arthur Hyland Foundation
\$100,000

2007/08 Kids Help Phone Board of Directors
\$65,000

The Hunter Family Foundation
\$10,000

John Hardie Mitchell Family Foundation
\$10,000

Jess, Kerry, Baani and Daya Mann
\$5,000



Donors Make Futures Campaign Vision a Reality

With the success to date of the campaign, the vision for the future of Kids Help Phone is becoming a reality. As you may recall from a previous newsletter, we are implementing a new fund and volunteer development 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 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.

Thanks to the hard work of a very dedicated implementation team, we are well on our way towards a successful implementation on March 3, 2008. This new system will immediately improve our ability to interact not just with our donor community, but also with the approximately 10,000 volunteers from all across Canada who help us to ensure that there is always someone “being there for kids”.

The next step

There is another key Futures Campaign realization project which is gaining momentum. 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 these services. 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 collectively known as knowledge management.

Knowledge Management

As introduced to you in the October newsletter, this critical project will be led by **Laura Arndt, Director of Knowledge Management**. In addition to enabling counselling service improvements, this new knowledge management system will also serve as the foundation for two additional key projects – the implementation of web-based learning systems for the counselling team, and the transformation of the kids’ website. “I look forward to being part of creating a resource that is kid driven, counsellor informed and clinically supported,” says Laura. “If we can do this, I feel we have fulfilled the goals identified within the Futures Document.”

Our new kids’ website

Leading the team working on the new kids’ website is **Natasha Pechmann, Manager, e-Services**. Natasha comes to Kids Help Phone with strong web management experience. Her most recent role was to launch the Ontario Securities Commission’s new investor education website. Natasha also spent more than five years at the Globe and Mail, responsible for the strategic development and project management of consumer on-line applications. She was honoured to be nominated for the Canadian New Media Awards for **Web Producer of the Year**.

“I am very excited to have joined the dedicated and enthusiastic team at Kids Help Phone,” says Natasha. “I look forward to working with them to build an engaging new website for kids across Canada.”

Natasha holds an **Honours BA in English Literature** from the University of Toronto, and is also completing studies toward a **Bachelor of Science in Engineering Science, Computer Option**. She was the Winner of a **U of T National Scholarship** and holds a certificate in Preventative Engineering and Social Development. Natasha received the Siminovich Memorial Prize for top female undergraduate writer – an award for superior technical achievement and technical writing. She is also doing her Master of Arts part time and was the winner of a Social Sciences and Humanities Research Council Canada Graduate Scholarship.

Watch for further updates

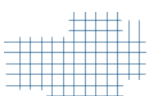
Together, Natasha and Laura will provide strong leadership to ensure the successful implementation of these exciting projects. We look forward to sharing further updates with you on how our donors’ generous support is already making a difference.



Laura Arndt, team leader for the Knowledge Management project



Natasha Pechmann, team leader of the kids’ website transformation project



Counsellor's Corner

I received a phone call this morning and only heard sobbing. I thought it may be a first time caller so I explained our service here at Kids Help Phone, trying to reassure the caller.

I told her I had a feeling she was not ready to talk. I asked if I could stay on the line with her for a while so she could be with someone as she wept. I had all the time she needed, and if she still didn't feel like talking, that was okay too.

A tiny broken voice meekly whimpered, "Okay."

I will call this special caller 'Emily'. She started really sobbing on the phone and I waited a few seconds and said that I was still here and to take her time. But she couldn't stop. I asked her if she was in any immediate danger and she asked, "What do you mean?" I asked if she had been harmed in any way, if there was anyone near her who could harm her or if she was in a dangerous situation. "I'm okay," she said. "I'm home alone".

Through her tears Emily said, "I want to talk about my brother". So many thoughts were going through my mind... where her brother was, how old her brother was.... After about 15 minutes of Emily weeping, I asked her to tell me about her brother. "He died 3 years ago yesterday," she said.

Emily was upset with her mother because when she mentioned to her that it was three years ago today, her mother said, "What was three years today?" Emily was angry that her older sister did not remember either.

Emily said her brother had a rare disease called Metachromatic Leukodystrophy and at five years old he started bumping into walls. A neurologist diagnosed this genetic disease. She said if they had known when her brother was born that he had inherited the illness, he could have started treatments and been saved, or at least his life may have been prolonged. She said within three years of the diagnosis, her brother lost the use of his legs, arms, then his eyesight and the ability to eat. The last few months he was fed through a feeding tube until her parents decided to "let him go".

Emily's voice grew louder and more aggressive as she cried out that she was angry at her parents for letting her brother die. I replied, "You were not yet ready to let go, were you?"

She cried some more and said she was not. She would do anything to be in his place.

I asked her if she had had any counselling in the past or support in her grief and Emily said her parents were against counselling. We discussed the various emotions felt when mourning a loved one, and how there was no right or wrong way. It could take months or years.

I told her a bit about bereavement groups and how they supported people, especially children. Emily told me she had been speaking to her school counsellor and that she had even called her several times during the Christmas holidays on her cell phone.

Emily kept coming back to how needless Kyle's death was and how much she missed him. Emily was forbidden to have any pictures of Kyle in her bedroom...none were seen in the house. But Emily had them in her school binder so Kyle was always with her.

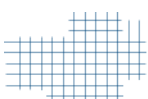
I explained that perhaps her parents and her older sister were dealing with their grief in their own unique way. They may appear to not care or show their emotions, but it may be that it's still too painful for them to openly deal with Kyle's death.

I told her from what she had shared with me I thought Kyle was a real hero. She asked me with doubt in her voice "How come?"

I explained that thanks to her I learned more about an illness I had never heard of. That she and her sister were now aware of the illness, and that promoting awareness and early treatment "could possibly" save or prolong the life of another afflicted child. If Kyle had not had this disease, her sister would never have discovered her genetic traces and be able to make important decisions regarding her future and the future of any children she may have.

Emily seemed doubtful at first, but then said "I had not thought about that". Her voice sounded clearer and calmer after about 30 minutes. She said her school counsellor had recommended Kids Help Phone and she had finally decided to call us. I am so glad she did.

Cheryl Lynn, Kids Help Phone Counsellor



How to make a Gift or Pledge before the Futures Campaign ends on November 30, 2008

- Gifts and pledges made by November 30, 2008 will be counted toward the campaign total.
- These may include cash, in-kind securities, and property.
- Gifts may be made by cheque, credit card, monthly payments, monthly credit card deduction, or [through our secure online service](#).
- Stock and mutual fund shares may be gifted to Kids Help Phone through electronic transfers.
- Pledges may be made over a multi-year period, up to 3 years. To count toward the campaign totals, pledges must be made in writing before November 30, 2008.

Please contact the Futures Campaign Team for further information at (800) 268-3062, ext 8961 or (416) 581-8961 or e-mail futures@kidshelpphone.ca



This **quarterly** 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 final months of the campaign will be on the cultivation and solicitation of campaign donations.

In our October edition, we provided an incorrect title for Mr. Nick Loporcaro. Mr. Loporcaro is the Vice-President and General Manager of McKesson APS Canada.

We apologize for the error.

Questions about the Futures Campaign? Contact:

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