

2023-2024 Impact Report



Celebrating 35 years of Kids Help Phone

For 35 years, Kids Help Phone has been disrupting, innovating, and impacting the youth mental health landscape in Canada. During those years, we've done everything in our power to ensure that every young person from coast to coast to coast has access to mental health resources and support. There's no issue too big. No problem too small. Every feeling deserves to be heard.

Since our inception in 1989, we've been able to connect with youth across Canada 60 million times and 75% of the young people reaching out shared something they've never told anyone else.

Milestones



1996

Created the first website dedicated to youth mental health



2018

Launched the first national, 24/7 crisis texting service



2023

Launched Feel Out Loud, the largest mental health movement in Canadian history

We couldn't have done it without you.

Changing the youth mental health landscape is a job that's never finished, but it's also one that we can't achieve alone.

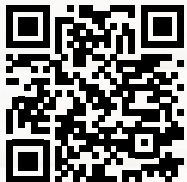
Everything we've been able to accomplish is all thanks to you. The donors. The volunteers. The champions. And of course, our Founding Partners who have been with us since day one:



BMO



OSLER



Watch the 2023-2024 Impact Report.

Join us as we look back at our success from the past year and celebrate 35 years of milestones for youth mental health.

KidsHelpPhoneImpactReport.ca ▶



Feel Out Loud

In March of 2023, we launched the largest movement for youth mental health in Canada's history — Feel Out Loud, a movement with the goal of raising \$300 million so that young people can get the support they need, when they need it, in the way they need it. Feel Out Loud sends the message to young people that there's always room for their feelings, no matter where they live or how they identify.

But Feel Out Loud didn't just speak to young people, it got them to connect with us in the highest volumes in Kids Help Phone's 35-year history.

Making connections

**From January to December 2023,
we had 4,749,864 total interactions**

4,076,809
Website

202,882
Counselling

207,379
Texting

262,794
Peer-to-Peer Community

The anthem that inspired the nation.

Like every great movement, Feel Out Loud needed an anthem. More than 50 artists flocked from across the country to help us create one. Since its release in March 2023, it has had over 2 million plays and continues to inspire people across the country towards a common cause — the future of youth mental health — with every note.

It was the perfect soundtrack for the groundbreaking year ahead.



It takes a community

You made all the difference

Our donor community stepped up in the largest numbers in Kids Help Phone's history — over 40,000 supporters — to help us unlock the hope young people need to thrive in their worlds.

Check out [Our Supporters](#).

You didn't just step up, you laced up

In May of 2023 and 2024, nearly 13,000 people across 17 communities joined us for the BMO Walk So Kids Can Talk — the largest single-day fundraiser of its kind in North America.

2023

\$4 million raised

2024

**\$3.75 million raised
and counting**



Building mental health literacy

Counsellor in the Classroom

Our Counsellor in the Classroom program was developed to open a discourse about mental health and promote the well-being of students in grades 4-12 across Canada. It encourages young people to Feel Out Loud in one of the most difficult places — schools.

This year, with your support, we were able to provide this service to 17,870 students across the country.

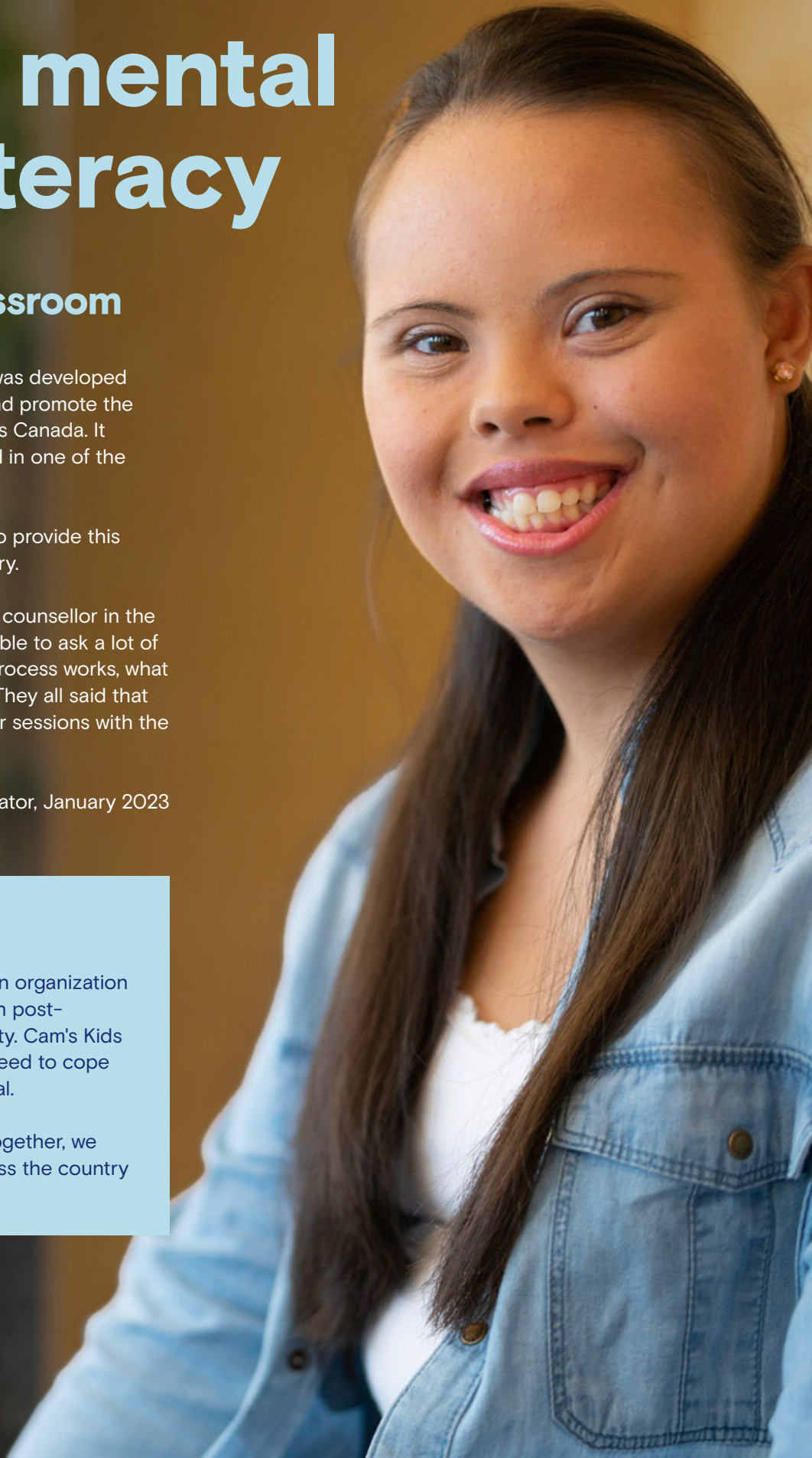
“The students were really engaged with the counsellor in the classroom. I think it helped that they were able to ask a lot of questions and understand how the whole process works, what types of calls they get and things like that. They all said that they would feel comfortable calling after our sessions with the counsellor.”

— Participating educator, January 2023

Cam's Kids

In 2023, we partnered with Cam's Kids, an organization dedicated to supporting young people in post-secondary who are struggling with anxiety. Cam's Kids gives them the tools and support they need to cope effectively and to reach their full potential.

By becoming part of Kids Help Phone, together, we will be able to reach more students across the country and help them thrive in their worlds.



Reaching young people in their worlds

Young people in equity-deserving groups have had limited access to mental health support for far too long. We drew a line in the sand with IDEA — our approach to inclusion, diversity, equity and accessibility that informs everything we do — in an effort to change that. And with the support of partners like The Slight Family Foundation, we did just that.

I just wanted to say you really helped me and you were able to make me comfortable enough to trust you and find a solution. I hope you go on helping other kids and people like me. There are so many people who need someone as nice as you in their life. I may be young but I'm old enough to tell you're a really good person. Take care and I hope you have a wonderful week.

— Young person contacting KHP

I really enjoyed speaking with you tonight. It may seem like an overstatement but as a deeply isolated person undergoing such a tumultuous period of my life, conversing with someone who has my best interest at heart and who does what they do of their own volition is incredibly valuable and gratifying!

— Young person contacting KHP



Finding Hope

Finding Hope was created to support First Nations, Inuit, and Métis young people, and in 2023 we developed an [action plan](#) to strengthen and enhance this program. This plan includes 32 actions that will allow us to achieve 6 ambitious goals outlined by our Indigenous Advisory Council.

RiseUp

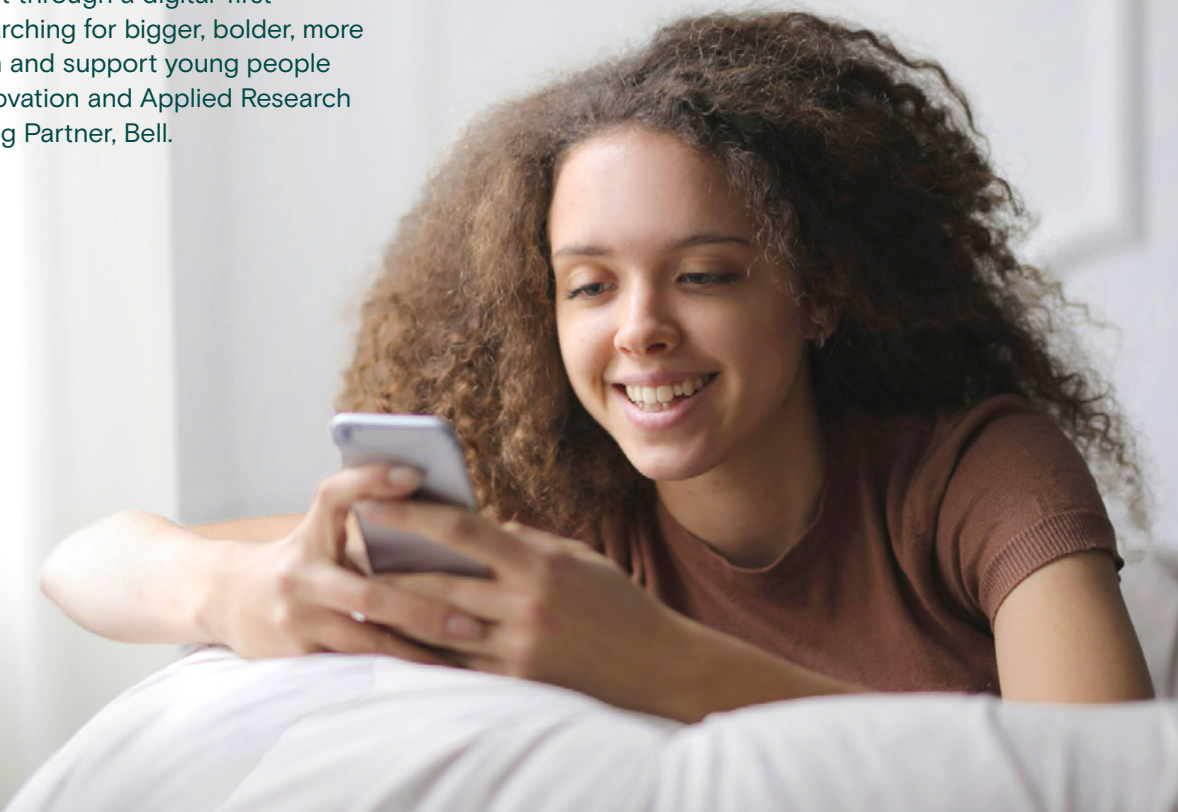
This year, we continued to build on the success of RiseUp — Canada's first and only national e-mental health solution for Black youth. To do this, we developed an [action plan](#) designed to celebrate and support young people of the Afro-diaspora in all aspects of Kids Help Phone's services.

New Journeys

In an effort to reach more newcomer youth, we developed New Journeys. The [action plan](#) that drives this initiative was designed to amplify the voices of newcomer youth and support them in the ways they need it most.

Young people's needs are constantly evolving and so are we

Kids Help Phone is dedicated to creating new access points for youth mental health support through a digital-first approach. We're constantly searching for bigger, bolder, more authentic ways to connect with and support young people at the Youth Mental Health Innovation and Applied Research Hub supported by our Founding Partner, Bell.



Our digital-first approach puts young people's needs first

This year, in an effort to improve our digital accessibility, we introduced Asele — a revolutionary multimodal platform for counselling. It was designed to bring our service platforms together in one convenient place for counsellors to use so that young people can get support quickly and effectively. Because our tools and services are only effective if they're accessible.

Improving resource accessibility

With the continued support of partners like The Grocery Foundation, we were able to grow [Resources Around Me](#). It's now the largest interactive tool of its kind and includes thousands of mental health and community resources for youth.

It was a year full of big wins for youth mental health

None of this would have been possible without the support of our donors. You can read about [Our Supporters](#) here — the generous people and organizations who are committed to unlocking hope for youth to thrive in their world.

You can view our 2023 audited [financial statements](#) here.

A message of thanks to our supporters from young people across Canada.




Thank you for helping unlock hope for young people from coast to coast to coast. Together, we are shaping the future of youth mental health in Canada.

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We can't thank you enough

A photograph of four young people (two men and two women) standing on a beach, laughing and embracing each other. They are dressed in casual, contemporary clothing like denim jackets and sweaters. The background shows the ocean and a cloudy sky.

I can't thank you enough for your help and support, I was originally afraid to connect because I felt my issues weren't important enough but you made me feel valued, important, strong and valid.

— Young person contacting KHP

**Together, we've given
young people more
safe spaces to express
themselves for 35 years.**

Shaping the youth mental health landscape in Canada is a job that's never finished. But with your support, we've gotten closer than ever before to creating a world where young people can access the support they need to Feel Out Loud.

It was a year filled with milestones, but we're just getting started. 1 in 2 youth are struggling with their mental health alone, which means there's still work to be done.

It took 35 years of generosity and relentless innovation to make it this far, and that's exactly what we'll need to continue to create a future where youth across Canada can Feel Out Loud.