

KIDS HELP PHONE



ADVANCING



MENTAL HEALTH



JUSTICE AND EQUITY



FOR INDIGENOUS



YOUTH IN CANADA

TM

Presented to [NAME]

Month 2023

@KidsHelpPhone

KidsHelpPhone.ca



Dear [NAME],

Thank you for your interest and consideration in supporting Kids Help Phone.

As we enter a bold new era of growth and impact with the recent launch of our \$300 million Feel Out Loud campaign – the largest movement for youth mental health in Canada’s history – your partnership is now more critical than ever.

Indigenous young people are in the midst of a historic mental health crisis – one that is threatening to put their dreams on hold and futures at risk. However, through our ongoing Indigenous strategies, and with the support of our donors, government, partner organizations and community, we are taking steps to address this crisis and advance mental health equity and justice for Indigenous young people nationwide.

Launched in 2019, Finding Hope is Kids Help Phone’s ambitious action plan to support First Nations, Inuit and Métis young people and help them overcome barriers through partnership, training, health promotion, inclusion and outreach and awareness activities. Guided by the leadership and expertise of Canada’s Indigenous communities, this collaboration has served as our roadmap toward relevant, equitable, and accessible mental health programs and services for Indigenous young people from coast to coast to coast.

Now, Kids Help Phone is preparing to launch the next iteration of Finding Hope. This next phase will build upon the incredible momentum achieved to date, delivering innovative new solutions and allowing us to further scale our services to meet the growing and specific needs of First Nations, Métis and Inuit youth.

In this document, we are pleased to provide you with an overview of the impact we are poised to make through Finding Hope’s next chapter and to showcase how **your investment of [\$AMOUNT]** can help us [REDACTED] implement the next phase of our action plan for Indigenous youth.

Once again, thank you for your consideration of this opportunity to help us meet this critical moment head-on. Together, we can expand our reach and impact to Indigenous youth and communities across Canada.

We are so grateful for you.

Warm regards,

A handwritten signature in blue ink that reads 'A Sanderson'.

Aaron Sanderson, MA, FAHP, ACFRE
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THE ISSUE

Indigenous youth in Canada are in a state of crisis.

Half of all youth in Canada are now experiencing depression and anxiety, and suicide is the second leading cause of death among young people.

Among Indigenous youth, this crisis is more pronounced. Deeply impacted by the effects of colonization, First Nations, Métis and Inuit youth experience disproportionately high rates of incarceration, substance misuse and physical and sexual assault. They account for 41% of homeless youth in Canada, 50% of trafficking victims and 54% of youth living in government care.

Devastatingly, suicide and self-inflicted injury are the leading cause of death among First Nations young people between the ages of 15 and 24.

Yet despite the shocking realities, most Indigenous youth in Canada cannot access timely, compassionate and culturally relevant support.

Faced with a lack of culturally responsive services, and with many Indigenous people living in rural or remote communities with high rates of poverty, they are significantly less likely than their non-Indigenous peers to be able to access mental health services, health care, nutritious food and safe housing.

They are being left behind by a broken system that is failing to meet, understand or prioritize their needs — and they urgently need our help.

Suicide and self-inflicted injury are the leading cause of death among First Nations young people between the ages of 15 and 24.

“Chi Miigwetch for holding space for me, at a time where I am alone without solid community connections, familial connections or friendships I can rely on.”
- Kids Help Phone service user

THE SOLUTION

Advancing mental health equity and justice for Indigenous youth

Recognizing the urgent need to ensure Indigenous youth across Canada have access to culturally responsive and targeted mental health supports, in 2019 Kids Help Phone's Indigenous Advisory Council -- together with Indigenous youth and community leaders -- developed **Finding Hope: Kids Help Phone's Action Plan for Supporting First Nations, Inuit and Métis Young People**.

Since its launch, Finding Hope has ignited tremendous progress in our efforts to break down barriers to mental health support for Indigenous young people.

Fuelled by generous donor support, we have launched new access points, designed new community-based programs and initiatives that reach into Indigenous communities, developed meaningful partnerships with Indigenous organizations and leaders across Canada and engaged in extensive outreach activities to raise awareness of Kids Help Phone's services.

Finding Hope in Action

- Since the launch of Finding Hope in 2019, we have served Indigenous youth **47,800 times** through text and **80,400 times** through our community outreach initiatives.
- Texting conversations with Indigenous youth **increased by 177%** between 2019 and 2022.
- **10%** of all texters identify as Indigenous (while representing 5% of the population in Canada).
- In October 2022, we added **two First Nations languages to our professional phone counselling service**: Nēhiyawēwin (Plains Cree) and Anishiniimowin (Ojibwe). These languages are now available daily to young people reaching out by phone through a translator.
- We added **nearly 4,000 Indigenous-specific services** to [Resources Around Me](#), bringing the total number of Indigenous resources listed in the database to more than 5,000 for referrals to localized support services (and bringing coordination to a largely fragmented system of supports).
- **99 First Nations crisis responders** have been recruited through our texting service and Indigenous service users can now request an Indigenous volunteer crisis responder by messaging FIRSTNATIONS, INUIT or METIS to 686868 for young people and 741741 for adults.
- **104 groups** are participating in [Brighter Days: An Indigenous Wellness Program](#), a new initiative to help Indigenous youth achieve wellness and build long-term resilience.
- [Weaving Threads: An Indigenous Engagement Program](#) now has **69 active volunteers** across Canada with more in the recruitment and onboarding process. These community leaders are essential to building robust engagement and connection with Kids Help Phone services.
- All of these efforts are made possible through our growing Indigenous Initiatives team, for which we continue to increase capacity to deliver more services and reach more communities, in more languages.

"I would just like to start off by saying thank you. Although it's almost certain we will never talk again, I hope you realize how amazing you are. You've helped me and so many other people out, and I'm sure each and every one of them appreciates that. If I could make you a gift, I would, because you've given me so much in only an hour. Sadly all I can say is thank you, I hope that's enough."

- Indigenous service user



THE NEXT PHASE OF FINDING HOPE

A new era of impact

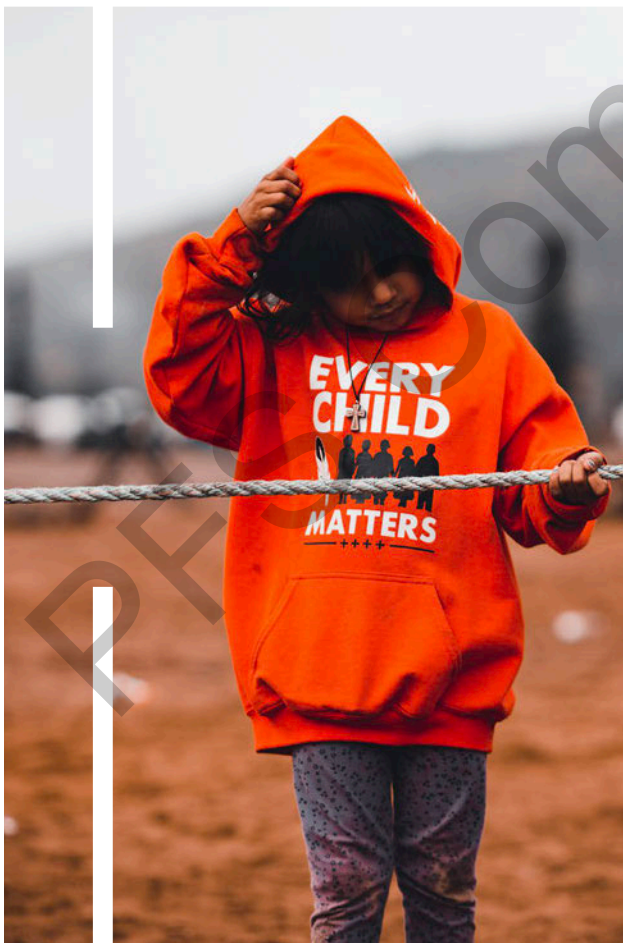
Kids Help Phone has made extraordinary progress toward our initial goals of Finding Hope that wrapped up at the end of 2022 – thanks in large part to the partnership and investment of our generous donors. We are pleased to launch a bold new strategy for the period 2023–2025 and beyond that builds on the extensive learnings, insights and expertise from the past three years.

Rooted in what we know and where we want to go, our courageous new plan has been designed and informed by Kids Help Phone's Indigenous Advisory Council and a wide range of Indigenous partners, champions, youth and stakeholders. Ultimately, we see a future in which every First Nations, Métis and Inuit youth is able to access the support they need to thrive, when and how they need it most.

The next phase of Finding Hope includes six ambitious goals to continue transforming the mental health landscape for Indigenous youth and unlocking the hope they need to thrive in their world.

The six overarching goals of the new Finding Hope strategy are:

1. **Build trust** through meaningful partnerships with Indigenous people and organizations.
2. **Increase access and awareness** of Kids Help Phone programs and services.
3. **Empower** Indigenous communities through data.
4. **Support skills development, knowledge and literacy** that promotes the mental, emotional, physical and spiritual well-being of Indigenous young people.
5. **Foster a workplace that is inclusive and informed** on the realities of Indigenous youth.
6. Seek opportunities to support Indigenous peoples through **advocacy and knowledge sharing**.



“Hi, I feel like you saved my life tonight. Thank you. You’re doing an amazing thing and I know you don’t know me but you really helped me feel stronger and better about myself. You’re kind of a hero. I felt like could breathe again after talking to you. Thanks again and I hope you stay safe.”

- Kids Help Phone service user



OUR GRATEFUL REQUEST

Working together to help Indigenous young people thrive

Indigenous youth across Canada urgently need our collective support to access trusted mental health services so they can thrive. As a critical investment toward creating a more equitable youth mental health landscape for Indigenous young people in Canada, **your generous gift of [\$AMOUNT]** for the next phase of Finding Hope will directly support initiatives such as:

- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

Ultimately, your investment will help create a future in which all Indigenous youth, from coast to coast to coast, have equitable access to and awareness of Kids Help Phone’s services — ensuring they always have a place to turn for support, at any time of day or night.

Kids Help Phone regularly evaluates the success and impact of all of our programs. Where relevant and possible, evaluation is conducted through data analysis, surveys, participant feedback and more. We would be pleased to share the findings of evaluation activities related to Indigenous initiatives with you as part of our regular reporting activities.

KHP Thank you. P™

Together, we can create a future in which every Indigenous young person in Canada knows mental health support is available to them 24/7, whenever, wherever and however they may need it.

We cannot do this alone. With you as our loyal partner, we are confident in our ability to save more lives and positively impact families and communities across Canada.

We are so grateful.

Sincerely,



Aaron Sanderson, MA, FAHP, ACFRE
SVP Advancement & Chief Development Officer
Aaron.Sanderson@kidshelpphone.ca
416-435-6070

“I appreciate the patience and hard work you guys put in. I typically call or text when I’m having a hard time and need someone to talk to. Glad I have this service when need be and can always rely on someone to help me feel better.”

- Indigenous service user

