

# 2020 in review: You saved lives.



## You were there

In 2020, Kids Help Phone experienced unprecedented increases in volume as a result of COVID-19. Over 4.5 million interactions took place with young people – compared to 1.9 million for all of 2019. Youth are still reaching out to us in record numbers. It is your incredible support that enables us to be there for every single young person in their moments of crisis or need. You are the reason no young voice goes unheard during this unimaginable time.

## Your generosity in 2020 enabled us to:

- Hire and train 20 new counsellors, with 34 in recruitment
- Train over 4,000 volunteer crisis responders to provide support, information and referrals through our texting service
- Launch our crisis response texting service for all ages (text 741741) across Canada
- Launch a new access point for young people. Youth can now access counselling through Facebook Messenger - maximizing access means more lives changed.
- Publish up-to-the minute, expert-informed COVID-19 resources on our website
- Develop a Chat Bot named Kip to help young people navigate our services and get the support they need when they need it most.
- Launched Kids Help Phone Insights, a first-of-its-kind data platform sharing up-to-date information about how young people across Canada are feeling and experiencing. Our unique dataset – the largest of its kind in the world – will inform proactive programming, public policy and curriculum, and drive meaningful systemic change to ensure the mental health system in Canada is rooted in evidence and designed for the unique needs of young people today.

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I have not felt listened to in a long time. The listening without judgement means a lot to me. I have felt alone and helpless. It means a lot to know there are people that care and want to help. Thank you.

-Kids Help Phone service user

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In 2020, youth primarily talked about:

1. Relationships
2. Anxiety or Stress
3. Depression
4. Suicide
5. Isolation



370,000 texting conversations since 2018 - with 200,000 conversations taking place in 2020 alone!