



2020 Annual Report

Kidthink Children's Mental
Health Centre Inc.



KIDTHINK.
healthy minds, thriving children



Mental illness in children is real - 70% of people living with mental illness developed it in childhood. If we want to see a healthier Manitoba, KIDTHINK is a big part of that solution. My own experience as a mother who had to travel to the United States to find a successful evidence-based program that worked for my family is the reason why KIDTHINK was created. The KIDTHINK vision is to provide all Manitobans with access to the same level of multi-disciplinary, accessible care that my family had, but right here in Manitoba.

- **Carmyn Aleshka**, Founder, KIDTHINK



Acknowledgement

We acknowledge that Manitoba is on the original lands of the Dakota, Anishinaabe, Cree, Oji-Cree, Dene, Inuit and Metis Nation. We acknowledge that KIDTHINK is located on Treaty One territory. We respect the Treaties that were made on these territories, and we acknowledge the harms and mistakes of the past. We dedicate ourselves to moving forward in partnership with First Nations, Metis and Inuit communities in a spirit of reconciliation and collaboration.



TABLE OF CONTENTS

6	Message from Founder, Carmyn Aleshka
7	Clinical Director, Dr. Jo Ann Unger
8	Why do we need KIDTHINK? Mental health challenges and mental illnesses are a big part of health problems that children face. Early intervention is essential to prevent serious mental health problems.
9	What is KIDTHINK? Clinical treatment of mental illness with a focus on children aged 12 and under and their families using wholistic evidence-based treatments that are proven to be most effective.
11	Our Mission and Vision
12	Our Core Beliefs
13	Our Core Values
14	Our Core Objectives
15	Programs and Services
16	Client Care Subsidy Program (CCSP)
17 - 23	KIDTHINK Pillars 01. Clinical 02. Community Outreach 03. Research
24	KIDTHINK's Information/Technology response to COVID-19
25	Year In Review
26	Third Party Fundraisers
28	Financials
34	Renewed Purpose



KIDTHINK FOUNDER

Carmyn Aleshka

From Us to You!

It's a fairly well-known statistic that the majority of new enterprises don't make it through their first five years. When KIDTHINK began only three short years ago, we carried with us a passion to address the gap in accessible children's mental health treatment in Manitoba. Naturally, there were challenges; which is expected anytime someone starts something brand new. But a global pandemic? No one could have ever anticipated – much less planned for – anything even remotely close to this.

And yet, over a full year and many, many restrictions later, KIDTHINK still stands. As you will read in the pages of our 2020 Annual Report, we had to adapt and do so very quickly. With service demand growing steadily daily, our KIDTHINK team adapted and adjusted, modified and managed in spite of the huge hurdles that came our way. Having determination, passion and a love for what we do carried us through these trying times.

It was more than just the KIDTHINK team that carried us through. The other is you – our benefactors, contributors, sponsors, donors and supporters in our community. You came to the forefront and extended a helping hand at a time when it was needed most, and helped us through an unprecedented and almost surreal reality. That so many of you believed enough in our mission and our vision to come forward with your assistance is so appreciated and heartwarming.

With the demand for treatment and service growing exponentially, the need for KIDTHINK is clear. Your support has helped us not only get through this most unpredictable time, it has added courage to our conviction, giving us renewed strength and passion for our purpose. So, from all of us at the KIDTHINK, I want to offer my warmest and most sincere thanks. Your shared belief in healthy minds and healthy children and families will benefit our entire community today and for the foreseeable future.

**Thank you to our donors, supporters,
collaborators, volunteers, clients, community
and KIDTHINK team.**

CLINICAL DIRECTOR

Dr. Jo Ann Unger C. Psych.

It is hard to know where to start when trying to describe a year like 2020. Each of us likely remembers what we were doing the day the first cases of COVID-19 were reported in Manitoba. I was starting my second month as Clinical Director at KIDTHINK. As a relatively young organization, COVID-19 could have had a significantly determinantal impact on our ability to provide services to families. It could have shut us down, but instead, the KIDTHINK team stepped up to the challenge, which led to an increase in our ability to provide evidenced-based treatment to children 12 and under and their families. When I arrived, the team had many excellent processes in place and welcomed and oriented me to the organization. We quickly worked together to offer virtual, secure and competent mental health treatment and webinars to children, families and the public within days of the first COVID-19 cases in Manitoba.



Throughout this year, like other organizations, we pivoted, more than once, to support the mental health needs of Manitoban families and those who support them. This report describes, in detail, the results of the KIDTHINK team's dedication, passion, flexibility and hard-work. I am so proud of what we were able to accomplish and the positive impact the KIDTHINK team has had on the families we serve and the communities we support.

I want to say a special thank you to Dr. Analyn Einarson who served as KIDTHINK's Executive Director from June 2018 until June 2020. She, and her early development team, set an incredible foundation of connections, policies, practices and infrastructure from which to build the organization. Our ability to grow and meet the needs of Manitoban families in a flexible way is, in no small part, due to Dr. Einarson's tireless efforts, passion for the KIDTHINK mission, vision and values, and determination to make the KIDTHINK dream a reality. I wish her the best of luck in her future endeavours.

As we are becoming more and more aware, the mental health needs in Manitoba, and across the world, are increasing. The gap between mental health needs and access to appropriate, timely and effective services clearly existed before the pandemic. Without proper attention, this gap will continue to grow and widen. KIDTHINK has been strategically designed to be part of the solution for improving children's mental health services in Manitoba. By leveraging all funding sectors, donors, grants, fee-for-service, and eventually government, we are able to provide effective and timely services to children, families and professionals surrounding children.

We are so very grateful to the donors and granting agencies who have made children's mental health a priority and contributed to our ability to serve families. You — our partners — understand the benefits of prevention and early intervention. Not only is it more cost-effective to focus on early intervention and treatment rather than treatment at later ages, but it also helps reduce the discomfort and suffering of children and families sooner. Working with children in the early years helps to change their life trajectories, decreasing the need for more serious interventions later on. For those of you not yet part of the KIDTHINK donor family, we welcome you to join us on this journey.

We are in it for the kids!



Why do we need KIDTHINK?



1 in 5 children

suffers from mental illness.

20% of children have a mental illness

but only 20% of those children seek and receive treatment.

Mental Health

Mental health disorders in youth are ranked as the 2nd highest hospital care expenditure in Canada.

Suicide

Suicide is the 2nd leading cause of death for Canadians between the ages of 10 and 24.

Depression

The total number of 12 to 19 year-olds in Canada at risk of developing depression is 3.2 million. Canada's youth suicide rate is the 3rd highest in the industrialized world.

The Need in our Community

5-12 Year-old population in Manitoba	134,656
Estimated number of children aged 5-12 with mental illness (as much as 20% of population)	26,931
Estimated number of children aged 5-12 receiving mental health services (20% of those with mental illness)	5,386
Estimated Unserved Demand	21,545

*Source: Report - Mental Illness Among Adult Manitobans - http://mchp-appserv.cpe.umanitoba.ca/reference/mh2015_report_web.pdf



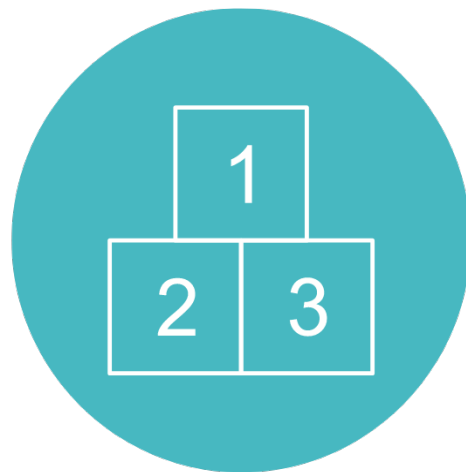
What is KIDTHINK?

KIDTHINK Children's Mental Health Centre Inc. (KIDTHINK) is a non-profit children's mental health centre located in Manitoba. In November of 2017, the founder engaged MNP to help prepare and validate a sustainable business plan. KIDTHINK incorporated in 2018 and is a non-profit, fee-for-service with a sliding scale children's mental health treatment centre that also operates Community Outreach programs and research collaboration projects. KIDTHINK received its charitable status in January of 2019.

KIDTHINK is passionate about prevention and early intervention of mental illness and addiction challenges for children 12 and under. Our goal is to provide services to as many families as possible to allow for early intervention and prevention.

The funding model is three-pronged:

- **Fee-for-service with a sliding scale on a cost-recovery basis**
- **Grants & Private Donations**
- **Government Contract Services**



Through our research, we have identified a lack of institutions across Canada that specifically focus on children 12 and under and their families. We need to change this and focus on early intervention and prevention. With our three-pronged funding model and our ability to build a highly affective team to provide services, we believe we can accomplish our vision and mission:

- **Improve the lives of children and their families.**
- **A Canada that meets the mental health needs of every child.**



KIDTHINK operates as a wholistic, multidisciplinary centre that identifies and enhances the child's entire support system by focusing on the following:



Clinical: KIDTHINK takes an evidence-based approach to offer assessment and treatment programs and services that are proven to be most effective. The initial focus is on anxiety, depression, behavioural issues, ADHD, and learning difficulties/disabilities.



Community Outreach: KIDTHINK provides community outreach services with a primary focus on providing psychoeducation to parents, teachers, coaches and pediatricians to better identify and interact with children 12 years old and under with mental illnesses. This multidisciplinary team approach will empower the community with the knowledge to better address these children's individual needs.



Research: KIDTHINK recognizes that all areas of children's mental health must be built on the best available research. Our team collaborates with researchers in the areas of early intervention and prevention. KIDTHINK uses knowledge gathered from research to facilitate the development of materials, programs, and activities for children, families and the community.

Governance: Strategic direction and governance is provided by the KIDTHINK volunteer Board of Directors.

KIDTHINK's Clinical team includes;

- Mental Health Clinicians
- Outreach Clinicians
- Consulting Psychiatrist
- Information Systems Manager
- Campaign and Communication Manager
- Programs Assistant and Intake Coordinator
- Clinical Psychologists
- Administrative Manager

Board of Directors



Mission and Vision

KIDTHINK is dedicated to improving the lives, health and futures of children and youth with mental health challenges by decreasing barriers to accessing mental health supports for children and their families. We offer innovative, evidence-based services by providing a wholistic and comprehensive treatment model to children and their families. We also advocate to the government for improved access to mental health services and participate in ways to eliminate the stigma of mental illness in children.

KIDTHINK envisions a Canada that meets the mental health needs of every child by providing:

- Clinical services directed towards children 12 years old and under in Manitoba and their families;
- Outreach services within the community;
- A wholistic approach to care for children and their families by not only providing direct clinical services, but by identifying and enhancing support systems in the lives of children;
- Evidence-based treatment carried out by a knowledgeable, collaborative, nurturing and skillful multidisciplinary team; Programs Assistant and Intake Coordinator, Mental Health Clinicians, Clinical Psychologists, Consulting Psychiatrist, Outreach Clinicians;
- Ongoing support, guidance and education for the community surrounding parents and children;
- Therapeutic services to parents to be a successful support to their children;
- Collaborative support to researchers to improve children's mental health services in Manitoba and Canada;
- Support to the clinical community by sharing data and outcomes;
- A children's mental health delivery model that can be emulated across Canada.



Mission: Improve the lives of children and their families.



Vision: A Canada that meets the mental health needs of every child.



Core Beliefs

Highest Standards

Conducting ourselves with the highest standards of ethical behaviour when helping our clients, interacting with our colleagues, and living out KIDTHINK's mission, vision, values, and objectives.

Similarities and Differences

Celebrating similarities and differences by encouraging the development and growth of each team member and promoting a healthy and secure working environment.

Excellent Care

Being an effective service provider by employing a highly qualified multidisciplinary team who provides excellent care to the children, families, and other individuals that seek KIDTHINK's help and support.

Responsibilities

Sharing the responsibility to ensure that our children have easy and early access to the resources that promote mental health, long-term well-being, and optimal human development.



Core Values



Passion

We will inspire everyone around us with our passion for providing the best mental health care for children and their families.



Community

There is excitement in being part of the community, in coming together and working towards common goals.



Respect

We respect and believe in strong partnerships and fostering an atmosphere of cooperation, open mindedness and a positive attitude towards ourselves and others.



Integrity

We model integrity by being transparent in our words and actions. We believe in promising exactly what we can do for our children, families, stakeholders and partners.



Innovation

Inspiration and innovation are key foundations of KIDTHINK. We believe that continuously looking for more effective ways to serve others makes a difference and has a positive impact in their lives and ours.



Excellence

We aim for excellence in every task that we undertake. We focus on long-term well-being and creating value for all who connect with KIDTHINK.



Core Objectives

Reducing Stigma

KIDTHINK strives to be a leader in reducing mental health stigma.

Evidence-based Programs

KIDTHINK focuses on providing evidence-based clinical services for children 12 years and under and their families.

Prevention & Early Intervention

KIDTHINK is passionate about prevention and early intervention.

Outcomes

KIDTHINK has implemented a transparent outcome monitoring system and is an active participant in the mental health community.



Programs and Services



- Individual Counselling
- Child Treatment
- Family Therapy
- Child and Parent/Caregiver Group Treatment
- Parent/Caregiver Treatment
- Parent/Caregiver Coaching
- School and Home-based Observation & Assessment
- Workshops
- Professional Development
- Sensory-based Services
- Mental Health Assessment & Treatment
- Psychological and Cognitive Assessments



Client Care Subsidy Program (CCSP)



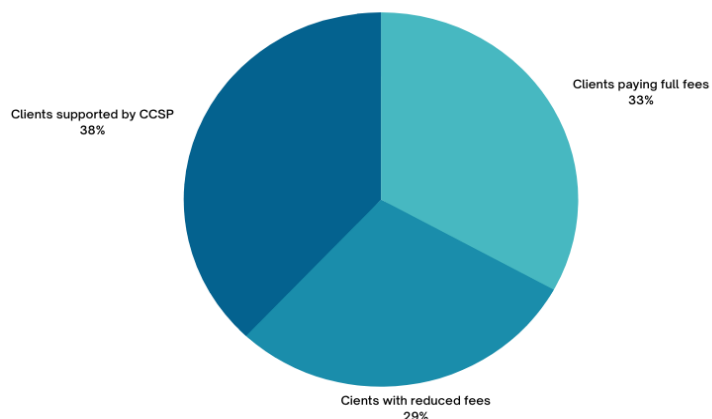
Thanks to the incredible support of donors and granting agencies, donations to KIDTHINK's Client Care Subsidy Program (CCSP) have been outstanding! This achievement is even more remarkable having taken place during such uncertain times as a global pandemic.

The CCSP provides access to evidence-based treatment services to children and families, with mild to moderate mental health symptoms, who are low-income status or experience multiple barriers to accessing mental health services. Founded by an initial grant from the United Way, the CCSP was further developed in response to the COVID-19 pandemic. We were able to offer families 10-13 hours of clinical services at no cost.

Thanks to the incredible generosity of donors, KIDTHINK was able to raise \$59,000 for the CCSP. This resulted in 30 children and families — almost one third of clients served — receiving clinical or outreach services in 2020.

This support is a symbol of what can be accomplished when we come together towards a shared goal of improving Manitoba's children and youth's mental well-being.

2020 Client Fees



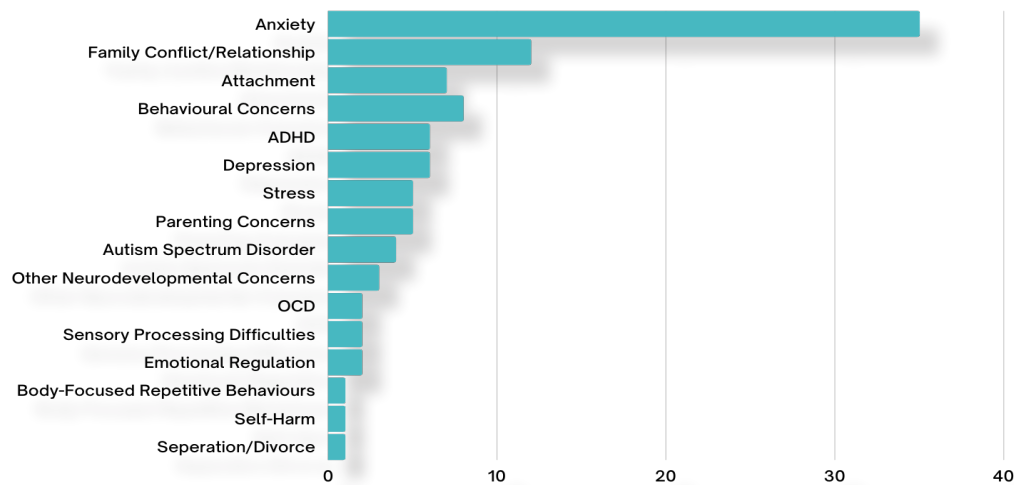
KIDTHINK Pillars

KIDTHINK offers assessment of and treatment for a variety of mental illnesses, mental disorders and behavioural issues. This includes providing clinical services, community outreach with education and training opportunities and supporting and conducting research. In 2020, our clinicians provided 419 treatment sessions to clients, an **increase of over 300%** from the previous year.

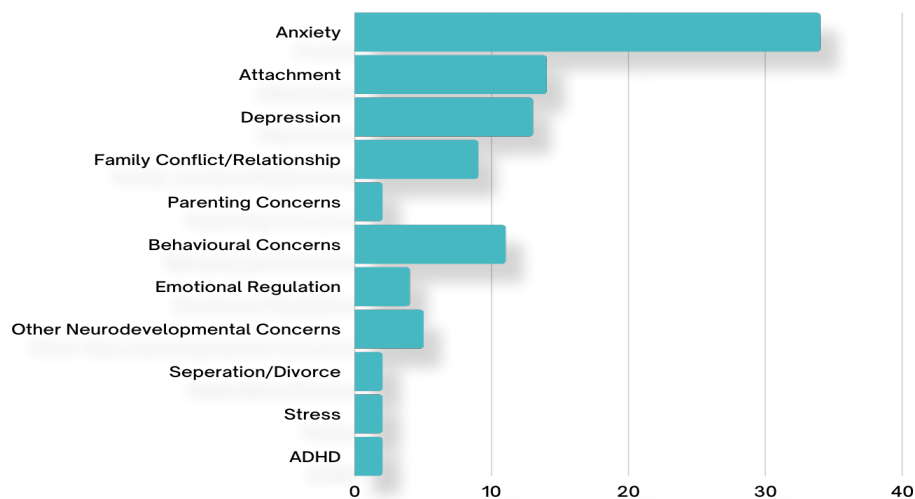


01. Clinical

KIDTHINK takes an evidence-based approach to offering assessment and treatment programs and services that are proven to be most effective. In 2020, our clinicians and psychologists were able to offer over 120 children and their families either assessment and/or treatment services either in the office or the community. Clinical services may include psychological or mental health assessments, individual child, family and parent/caregiver treatment, parent/caregiver capacity and skill building or coaching, consultation, group therapy/intervention for children and caregivers, psycho-education to care providers, system/resource navigation and psychological or psychiatric consultation.



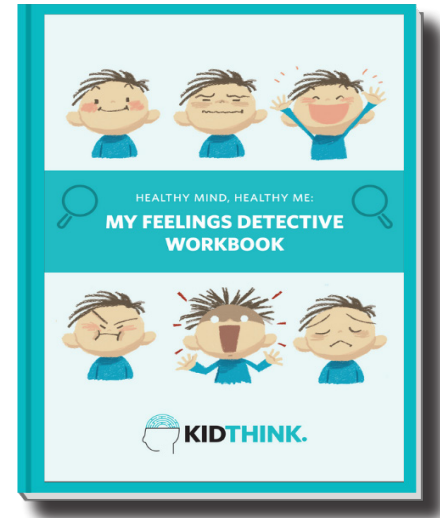
This chart above provides a summary of the **presenting issues identified at the time of intake**.



This chart above provides an **overview of the nature of the presenting treatment concerns**.

KIDTHINK workbook — Healthy Minds, Healthy Me: My Feelings Detective Workbook

When it comes to prevention and early intervention of mental health challenges, we know that the key to helping children thrive and establish good mental health is to support their social-emotional development in the early years. That is why KIDTHINK has developed a workbook. This workbook was written for elementary school-age children and is intended to be used by children and caregivers together. The workbook includes evidence-based, strength-based, hands-on activities around emotional literacy, problem-solving, self-awareness and building empathy.



SNAP (Stop Now and Plan)



POWERED BY THE MINDS AT CHILD DEVELOPMENT INSTITUTE

KIDTHINK is excited to be the first SNAP affiliate in Manitoba. SNAP is an evidenced-based, gender specific, trauma-informed, cognitive behavioural model that teaches elementary school-aged children with disruptive behaviour problems, and their parents/ caregivers, how to stop and think before they act and make better choices in the moment.

By offering this program, KIDTHINK equips children and their families with the critical skills needed to break cycles of violent behaviours, and strengthen positive communication, emotion regulation and problem-solving skills within families.

Funding provided by C.P. Loewen Family Foundation and Telus has allowed KIDTHINK to provide their first child and parent group offerings of this program at no cost to families. This support is critical, allowing KIDTHINK to move ahead towards closing the treatment gap and maximizing service reach in the province. KIDTHINK hopes to continue to make the SNAP program accessible to families in Manitoba.

SNAP Timeline:

- **February 2020:** Staff attended SNAP Leadership training in Toronto, Ontario.
- **March 2020:** Received a donation of \$20,000 from Telus in support of SNAP.
- **June 2020:** Call for Support proposals sent to the Department of Justice and the Department of Families. Referrals opened to families and referral sources.
- **August 2020:** KIDTHINK clinicians completed training.
- **September 2020:** Established the Manitoba SNAP Community Team to support the implementation and sustainability of the SNAP program in Manitoba. The team includes representatives from the University of Manitoba department of Community Health Sciences, the Turnabout program, Winnipeg School Division (WSD), the Winnipeg Police Service, and the Child Development Institute SNAP team. KIDTHINK continues to approach community partners and invite them to join the SNAP Community Team.

02. Community Outreach

KIDTHINK's second pillar of Community Outreach strives to empower the community through education. KIDTHINK focuses on building skills through education and community outreach by providing training to parents, teachers, coaches and pediatricians to better identify and interact with children 12 years old and under with mental illnesses.

Hosting Mental Health Webinars for the Community

In 2020, due to COVID-19 pandemic, the KIDTHINK team identified the need to continue to support families in Manitoba during these difficult and unpredictable times. While innovation and creativity has allowed us to pivot quickly and adapt, KIDTHINK recognized that stress can leave an impact on children and caregiver's mental health. That's why KIDTHINK's clinical and administrative staff teamed up to offer free webinars to support Manitoba's community during these challenging times. KIDTHINK webinars were financially supported by community grants. In 2020, over 1,900 participants registered for our webinars. Our most popular webinars (by registrations) were:

- Managing Back-to-School Anxiety During COVID-19 — 398
- Parenting in Times of Uncertainty — 370
- Understanding Emotion Regulation in Children — 275
- Mindfulness for Children and Caregivers — 179
- Parenting for Our Children's Mental Health — 174

FRIENDS Resilience



**FRIENDS
RESILIENCE**

Thanks to the financial support of The Children's Hospital Foundation, The Winnipeg Foundation and The Jewish Foundation of Manitoba, KIDTHINK was able to provide the FRIENDS Resilience program to children, caregivers and teachers in Manitoba.

FRIENDS Resilience programs are a suite of developmentally sensitive, cognitive behaviour therapy (CBT) based programs developed by Dr. Paula Barrett, designed to build life-long resilience in children, families, adults, schools, and communities. The World Health Organization has endorsed them as a best practice for the prevention and treatment of anxiety and depression in children while also promoting resilience.



Start Building Community Resilience: Due to COVID-19, we were unable to implement the group program in the spring of 2020, as planned. However, in response to the global pandemic, FRIENDS creator Dr. Barrett and her team developed a video workshop, using the same skills that families can view and do on their own at home.

Thanks to the generosity of The Children's Hospital Foundation, we were able to purchase this community program for 1,000 Manitoban families. This allowed the families access to evidence-based strategies at no cost, from the safety of their homes.

FRIENDS for Life (ages 8-11): In August of 2020, the KIDTHINK clinical team held a FRIENDS for Life summer intensive for a small group of families, adhering to safety protocols. Families were able to access this service at no cost due to the support of our granting partners.



KIDTHINK clinicians at last summer's small group intensive.

Winnipeg School Division Partnership for FRIENDS: In the fall of 2020, a presentation on the FRIENDS Resilience programs was provided to the clinical service team of the Winnipeg School Division (WSD). This resulted in a partnership to train WSD school clinical staff to offer the program to children in schools in early 2021. With the support of our funding partners, 10 WSD clinical staff were trained in the fall of 2020 and implementation plans were developed to deliver the FRIENDS Resilience program to children in classrooms in early 2021.

Education and Training: KIDTHINK delivers evidence-based strategies and workshops for parents, caregivers and educators. These can be offered for a fee or can be covered by grants and other funding.



03. Research



The KIDTHINK research program began in 2020 through partnering with local academic institutions in joint research proposals. Our first application for a Social Sciences and Humanities Research Council Partnership Engage Grant in collaboration with Drs. Leslie Roos and Emily Cameron at the University of Manitoba, was successful and is now underway. Our research initiative will grow through grants and partnerships with allied institutions with the ultimate goal of an endowed research chair as part of the program. KIDTHINK recognizes that all areas of children's mental health must be built on the best available research. As such, our KIDTHINK team uses knowledge, gathered from research, to facilitate the development of materials, services, programs and activities for children, families and the community.



KIDTHINK'S response to COVID-19 (Information & Technology)

This pandemic year confirmed that our software and hardware infrastructure choices were sound. Our entire team transcended our formal office environment to work from home elegantly and seamlessly. Our cloud-based collaboration environment, together with our mobile device deployment strategy, proved itself in this time of crisis and enabled our delivery of services to continue without interruption. Here are some key accomplishments during the pandemic:

- **Rapid deployment of teletherapy:**

KIDTHINK transitioned to using secure and compliant remote conferencing solutions such as doxy.me and Microsoft Teams (MS Teams) to facilitate safe social distancing while providing assessment and treatment sessions for our clients. It was almost business as usual for clients, but with safer delivery, in tune with our times.

- **Rapid webinar platform deployment:**

The KIDTHINK team began offering webinars to increase our virtual training, education, and outreach efforts, as well as providing new revenue.

- **Virtual collaboration:** Cloud work environments, such as Microsoft Office 365 and electronic health care (EHR) implementations enabled us to collaborate in a multi-modal way, by chat, audio, video, multi-user document creation, easy and secure electronic file sharing, and many other ways.

- **Transition to electronic client invoicing:** Our PayPal charity business account was in place well before the billing challenges of social distancing presented themselves. This positioned us to manage invoicing of clients completely online, and at the same time enjoy very low transaction fees due to the special programming PayPal makes available to charities. Our revenue stream stayed open while reducing our costs.



KIDTHINK'S Year In Review

What a year it was!



January: Implementation planning for two evidence-based and early intervention programs (FRIENDS Resilience and Stop Now and Plan) began.

February: Clinical Director/Clinical Psychologist, Dr. Jo Ann Unger, joined KIDTHINK.

March: Officially moved into 4,500 square feet of space in downtown Winnipeg, where KIDTHINK was able to offer FREE webinars as a resource to the community-at-large during COVID-19.

June: Launched our Client Care Subsidy Program (CCSP) to provide low-income or multi-barriered families with an effective treatment program.

August: Surpassed \$220,000 in grants and corporate support from organizations such as the Winnipeg Foundation, Novak MacDonald Fund, United Way, Telus, Payworks, Winnipeg Builders, CP Loewen Family Foundation, Children's Hospital Foundation, Child Development Institute and BDO. Accepted our first psychology practicum student in addition to our first business administration practicum student, both for the fall term. First FRIENDS Resilience group facilitated by KIDTHINK clinicians was held.

September: Received \$200,000 private donation from Arlene Wilson and Allan MacDonald.

October: Inaugural KIDTHINK AGM was held. A full-time psychologist and intake coordinator/administrative assistant were hired.

November: All clinical electronic medical records were updated to a more flexible system with improved analytics for potential research projects and to report outcomes for donors.

December: Worked with clients and their families on our first application for the Social Sciences and Humanities Research Council Partnership grant which was successful and is now underway.



Third Party Fundraiser Partnerships

KidsKatwalk: T-Shirt Fundraiser

KidsKatwalk is a youth-led fundraising campaign dedicated to raising funds for non-profit health organizations (physical, mental, psychological) across Canada. They are based in Winnipeg. This year their team designed incredible t-shirts and sweatshirts (below) to sell on their website: www.kidskatwalk. All profits from their sales were donated to KIDTHINK! The shirts were designed by Manitoba youths — Agatha Yin, Sara Tronrud and Quenifer Lung — students from Shaftesbury High School. They depicted different aspects of Winnipeg and Manitoba. KIDTHINK was honoured to be the recipients of this campaign.

“It’s so important to receive early intervention so that mental health problems are addressed early. When they are addressed early, children have the tools and strategies to make them succeed. Children are our future in society and it’s important to support our future.” — Quenifer Lung

Thank you so much for working on this special project and for your support!



Socially Distant Romantic Jazz Night

The Upside Down Tree (UDT) held a “Socially Distant Romantic Jazz Night for Two” on September 18, 2020. The live jazz music, beautiful ambience, and sweet and savory treats that were enjoyed by the attendees, helped them forget about what was happening around the world, while still adhering to social distancing and safety protocols.

All proceeds raised at this event were donated to KIDTHINK.



May 7th — National Child and Youth Mental Health Day

Banding Together for Children's Mental Health

In 2020, KIDTHINK coordinated its second annual campaign of wearing green headbands to support children's mental health in collaboration with Project 11, the Winnipeg School Division, Canadian Mental Health Association, Seven Oaks School Division, and Division scolaire franco-manitobaine.

While we were not able to band together in person, the community continued to band together through social media in support of children's mental health. A mental health worksheet was also created for teachers, parents, care givers and students to work on together.

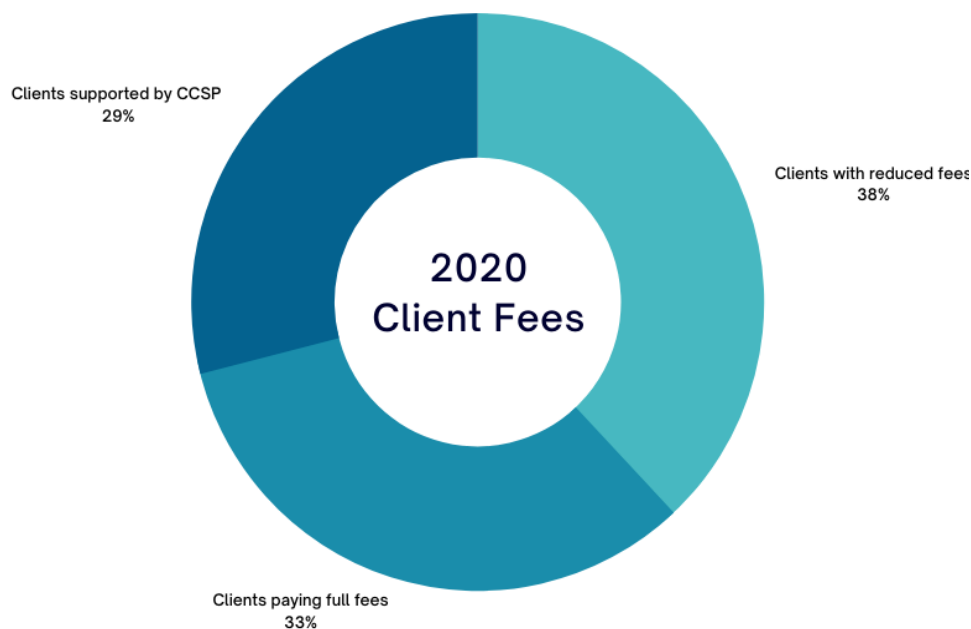
Every year, one in five young Canadians is diagnosed with a mental illness. Not only do these children and their families need to cope with the symptoms, often without access to treatment, but they also face the stigma still associated with mental health challenges.

The purpose of May 7th is to raise awareness and normalize the conversation on mental health and wellness to ensure prevention and early detection programming is available to all who are in need.



KIDTHINK Financials

The effective financial management of KIDTHINK is a team effort. Our goal is to provide services to as many families as possible to allow for early intervention and prevention of mental health issues. This year, we have increased the number of children and families that we support as well as the number of people who have attended our workshops. We are very proud of our accomplishments throughout the 2020 fiscal year and, as a team, we are looking forward to the opportunities that come from our strategic direction.



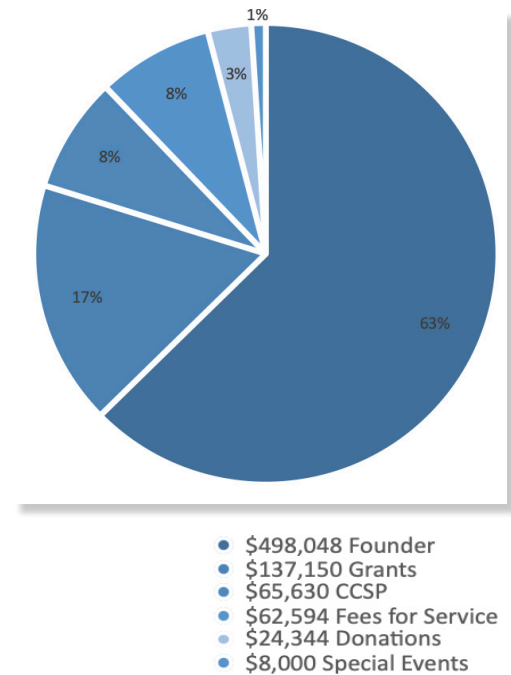
Financial Highlights

- **\$200,000** Private donation from Arlene Wilson and Allan MacDonald.
- **\$8,000** raised from the Jazz night hosted by the Upside Down Tree.
- **\$1M** endowment fund announced.
- **\$59,500** worth of CCSP available to clients in 2020.

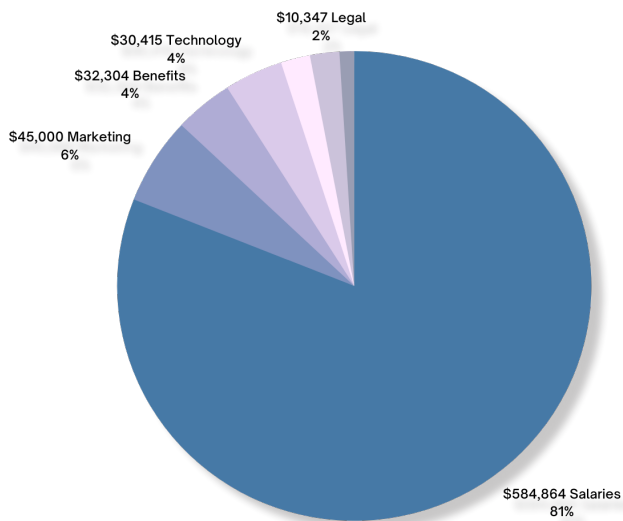


2020 Revenue Breakdown

The trend of fee for services contributing to operating expenses is increasing, in 2020 this figure has doubled. Grants more than doubled from 2019 to 2020 and we established a strong process to apply for and follow up on grants. Private donations will become more of a focus in 2021 once a new Marketing & Communications Coordinator will be hired. We have 4 proposals within the Government. Honourable Cameron Friesen, Minister of Finance, participated in our October AGM. We understand that COVID-19 has shifted the focus of the Government to the immediate impacts of COVID-19, however we have kept many dialogues open and continue to seek support through our various proposals.



2020 Operating Budget and Main Expenses



Since September we have hired 1.2 more psychologists. We have also been running a collaborative team with everyone participating in our marketing, outreach and community building. We are planning for the Marketing & Communications Coordinator to allow more time for our Clinical Director to focus on clinical work. Our current clinicians are at half of their clinical capacity. The team has been working together to get trained with our evidence-based programs such as SNAP and FRIENDS Resiliency.

Funding has been secured for our 2021 operating expenses. In addition, we have established our first endowment fund of \$1-million.



2020 Grants Received:

\$50,000

- The Winnipeg Foundation

\$20,000

- CP Loewen Family Foundation
- Children's Hospital Foundation

\$11,000 - \$20,000

- Telus

\$5,000 - \$10,000

- Child Development Institute

2020 Funding Received for CCSP:

Over \$25,000

- James and Leney Richardson

\$1,000 - \$4,000

- Rempel Insurance
- Winnipeg Builders
- Jewish Foundation
- Jordan Lazareck Special Needs Fund








\$5,000 - \$10,000

- United Way
- Kiwanis
- Thomas Sill Foundation
- Novak MacDonald Fund
- Payworks
- BDO

KPMG are our official auditors. If you are interested in accessing our 2019 audited financial statement, please contact Dana Chudley by email at dana@kidthink.ca



Activities in Need of Funding

-  Creating State-of-the-Art Sensory, Observation, Clinical, Reception, and Group/Family Spaces
-  Building a Telehealth Infrastructure
-  Creating an Evidence-based Assessment Library
-  Launching a Psychology Student Program with the University of Manitoba
-  Producing Customized Back-to-School Webinars to Deal with COVID-19 Stress for Students, Teachers, & Parents
-  Developing a Research Initiative in tandem with the local academic institutions
-  Expand and Execute on the Following Programs:
 - Client Care Subsidy Program
 - Evidence-Based Groups for Children and Caregivers i.e. FRIENDS & SNAP



Our History at a Glance

2017

October: Carmyn Aleshka embarked on a mission to improve mental health services for children 12 and under and their families.

November: Business plan for a non-profit mental health treatment centre and outreach program was developed with MNP.

2018

October: KIDTHINK Incorporated.

May: First media appearance at CJOB on World Suicide Prevention Day.

September: Partnership established with Child Mind Institute for the development of KIDTHINK.

December: First public presentation at the University of Manitoba. Website, newsletter and social media platforms launched.

2019

January: KIDTHINK's charitable status became effective.

February: First KIDTHINK client provided services.

March: First collaboration with Division scolaire franco-manitobaine.

April: Named as a community/organization support and approved resource by Project 11. First community forum with Interlake Regional Health Authority and community partners was held.

May 7th: Banding Together for Children's Mental Health: A KIDTHINK initiative promoting National Child and Youth Mental Health Day. This day was recognized and proclaimed by the Province of Manitoba.

Gratitude to Donors and Supporters

Facing 2021 With Renewed Purpose

Entering a new decade means a chance to look back with gratitude on the people and the moments that have contributed to better mental health in our community.

As COVID-19 continues to have an impact, the future has never felt so unpredictable. As such, the support we receive from donors and grants becomes even more critical. Your donations continue to support and provide much-needed help to children and their families. Your support through 2020 has been incredibly influential in realizing our goal of supporting accessible mental health services for children and their families during the COVID-19 pandemic. It is this continued support that sustains our mission and makes all the difference.

KIDTHINK is having a positive impact on the lives of Manitobans. We recognize that donors such as yourself are a critical piece of the puzzle. Your generosity inspires us to support children's mental well-being.

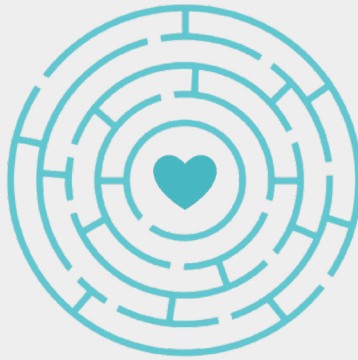
Thank you for sharing our vision of:

- **evidence-based treatments,**
- **prevention and early intervention,**
- **improved mental and physical health and longevity for all Manitobans.**

Our work is made possible by the commitment and generosity of individuals, volunteers, foundations and corporations who share our vision for a future where all children with mental health and learning disorders can access transformative care.

We are sincerely grateful for the support we receive!





**Thank you to our donors, supporters,
collaborators, staff, volunteers, clients,
and community.**

We appreciate the time and consideration that you have
given us. To make a donation, or for donation information,
please email donate@kidthink.ca or
visit kidthink.ca/donate.



KIDTHINK.

Kidthink Children's Mental Health Centre Inc.

Charity Number: 727882714RP0001

General and Donation Inquiries: 431.388.5373

Fax: 431.317.0654

Follow us on social media: [@kidthink.ca](https://www.kidthink.ca)



We're in it for the kids!



KIDTHINK.
healthy minds, thriving children