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Annual Report

Kidthink Children's Mental Health Centre Inc.





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.

**We're in it
for the kids!**



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What is KIDTHINK?

OVERVIEW, OUR MISSION & VISION

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OVERVIEW

KIDTHINK Children's Mental Health Centre Inc. (KIDTHINK) is a non-profit children's mental health centre located in Manitoba that received its charitable status in January of 2019.

We are passionate about prevention and early intervention of mental health and addiction challenges for children 12 and under.

We understand that it is crucial to not only treat the child, but to empower those in the child's community to best support their journey. This includes providing care and resources to parents, caregivers, pediatricians, teachers, and more.



Our funding is three-pronged:

- 1 **Fee-for-service with a Sliding Scale**
- 2 **Grants and Private Donations**
- 3 **Government Contract Services and Grants (Anticipated)**

We operate as a multidisciplinary centre that identifies and enhances the child's entire support system by focusing on the following pillars:

- 1 **Clinical Services**
- 2 **Community Outreach**
- 3 **Research**

OUR MISSION AND VISION

-  **Our mission is to improve the lives of children and their families.**
-  **Our vision is a Canada that meets the mental health needs of every child.**

Message from the Founder

MEET CARMYN ALESHKA

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As I reflect on 2021, I'm filled with respect and appreciation for our KIDTHINK team and our ever-growing KIDTHINK community. As with the year before it, 2021 was not easy for anyone. What I witnessed over the last year was the strengthening of an all-star team which invariably rose to the challenges at hand. Collectively, the KIDTHINK team recognized the crucial change needed in our community and tirelessly worked toward making our vision a reality. This display of perseverance is represented in the fact that we saw 400% more clients in 2021 than we did in 2020!

Beyond the admirable performance of our team, we saw unparalleled enthusiasm on the part of our community. Fundraising accounted for twice as much revenue share in 2021 than it did in 2019! This was due, in part, to the indisputable success of our inaugural Radio-thon which raised over \$110,000! This passionate display of gratitude, trust, and determination on the part of our supporters both makes our work possible and inspires us to do even better in the future.

Though the pandemic has created challenges abound, it has also spurred us to innovate. Over the past year, we've expanded our clinical space, evolved our online presence, and began plans to develop and release evidence-based, client-focussed digital content to creatively and efficiently combat wait-times for quality care.

To all who read this, I want to extend my sincerest thanks for your interest in KIDTHINK. Together, we can improve the lives of children and families as we work toward realizing a Canada that meets the mental health needs of every child.



Carmyn Aleshka
(She/Her)
Founder and CEO



KIDTHINK Pillars

CLINICAL SERVICES, COMMUNITY OUTREACH, AND RESEARCH

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1 Clinical Services

We take an evidence-based approach to offering assessment and treatment programs and services that are proven to be most effective.

The initial focus is on:

- Anxiety
- Depression
- Behavioural issues
- ADHD
- Learning difficulties/disabilities

2 Community Outreach

We provide outreach services within the child's community for the purpose of training parents, caregivers, teachers, coaches, and pediatricians to better identify mental illness and better assist those children who are suffering.

Our multidisciplinary team approach empowers the community with evidence-based, data-driven knowledge that they can use to support those around them.

3 Research

We recognize 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.

We use knowledge gathered from research to facilitate the development of:

- Materials
- Programs
- Activities for children, families, and the community

2021 By the Numbers

THE PROOF IS IN THE NUMBERS

ONLINE GROWTH



INSTAGRAM

1,178 Followers

- Gained 604 followers
- +704% accounts reached
- +106% engagement rate



FACEBOOK

703 Followers

- +15,047 page reach
- +321 page followers
- +588 page likes



WEB TRAFFIC

- 30,852 users
- 142,400 page views

400%

Client Growth

250

Total Families Helped

\$720K+

Generously Donated

31K+

Web Visitors

40+

Community Fundraisers

2021 Reflections & Accomplishments

OUR 2021 HIGHLIGHTS

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Serviced approximately 250 clients which represents a 400% increase over 2020.



One third of our clients were funded through our Client Care Subsidy Program (CCSP).



Inaugural Radio-thon with Hot 100.5 and Energy 106 raised \$110,000.



Grew our clinical team by 25%.



Megan Hebert joined the team as Clinical Director.



More than 40 local businesses contributed to our mental health fundraising gift boxes.



8 local businesses initiated their own fundraising efforts for KIDTHINK by donating proceeds from their sales.



Expanded our clinical space with 7 new clinical rooms, 2 large group rooms, and 1 observation room.



Partnered with the Winnipeg School Division to provide virtual and in-person programming to over 250 students.



Financial Breakdown

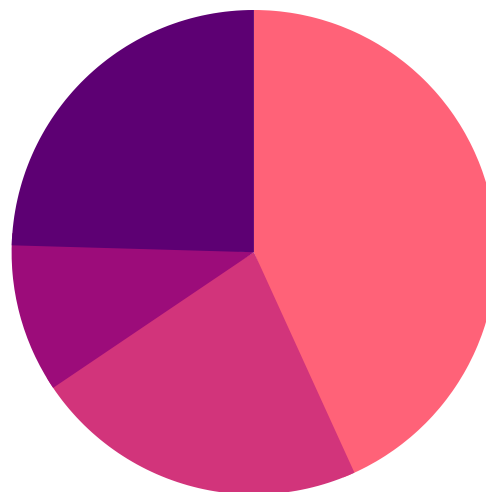
A REVIEW OF OUR 2021 REVENUE AND EXPENSES

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2021 Revenue Breakdown

KIDTHINK employs an innovative financial model which generates revenue from three sources: fees-for-service on a sliding scale, grants and private donations, and government contract services and grants. As we mature, we move closer to realizing the income strategy depicted in our business plan which shows 1/3 of revenue from each of the 3 sources listed above. Naturally, we relied heavily on founder support while the organization established itself and proved the concept. Our successes to this point have inspired our community of donors and brought awareness to and instilled confidence in those seeking support. As a result, we saw a diminished need for founder support in 2021 as fundraising and fee-for-service figures increased.

Within our fees for service are Clinical Services (\$126,632.08), Community Outreach (\$140,315.09), and Workshops (\$3417.85).

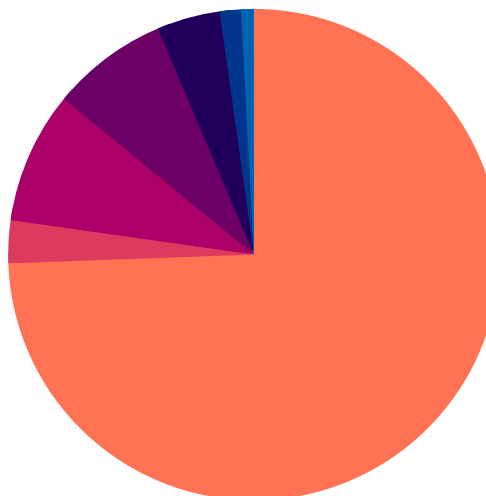


2021 Revenue Breakdown

- Founder: \$475,800 (43.2%)
- Fees for Service: \$270,365 (24.5%)
- Donations: \$246,197 (22.4%)
- Events: \$109,180 (9.9%)

2021 Main Expenses

KIDTHINK continues to aggressively expand its team to better meet the rapidly growing demand for services. Our salary spend is 66% and 34% for Professionals and Administrators respectively.



2021 Main Expenses

- Salaries: \$719,163 (74.4%)
- Occupancy Costs: \$83,889 (8.7%)
- Administrative Costs: \$74,121 (7.7%)
- Technology: \$40,255 (4.2%)
- Benefits: \$27,125 (2.8%)
- Service Activities: \$13,476 (1.4%)
- Legal: \$8,129 (0.8%)

Financial Highlights

- \$110,000 from our first annual Radiothon on May 7th
- \$100,000 private donation from the A&A Fund
- \$23,158 received from Giving Tuesday

PROGRAM CRITERIA

- Children 12 years old and younger with depression, anxiety, and/or behavioural based challenges.
- Must not be involved with CFS.
- Must not be involved in court disputes.
- Must fall within the low-income cut-off lines as stated by the City of Winnipeg.
- Considerations will also be given to families who experience multiple barriers to accessing services who may not fall within the low income cut off lines. Examples of barriers include developmental disabilities, trauma, single parent homes, new immigrants, cognitive disabilities, physical disabilities, risk of employment loss, etc.



THE IMPACT

Throughout the pandemic, mental illnesses haven't slowed down and KIDTHINK hasn't either. With the support of our donor community, we'll continue to drive the care required to support children's mental health in communities across the Province and beyond.

We are grateful for the support shown by our supporters who helped us navigate these difficult months. Your unwavering faith in our mission allows us to carry on the important work we do: providing mental health services to children and families. Your support ensures that we continue to deliver evidence-based mental health support to families.

KIDTHINK is genuinely making a difference in the lives of Manitobans. We recognize that donors such as yourself are the most important piece of the puzzle. It's your passion that continues to inspire us to support children's mental well-being. Your generosity will benefit families now and for years to come. Thank you!



**Supported over
50 Families**



**450 hours of therapy
at no cost**



**We raised over \$70K
in 2021**



**All because of
our donors**

Donors

YOUR SUPPORT MEANS EVERYTHING

Thank you to our supporters!

\$50K - \$100K+

A&A Fund
The Winnipeg Foundation
Upside Down Tree (Carmyn Aleshka & Peter Davey)

\$20K - \$50K

Jim & Leney Richardson
Kinsmen Club of Winnipeg
Johnston Group
United Way
City of Winnipeg: Criminal Property Forfeiture Distribution Fund
Novak MacDonald Fund

\$10K - \$20K

Payworks Inc.
Kindred Foundation
Dave Hill Law Corporation

\$5K - \$10K

Youth in Philanthropy (YIP)

\$2K - \$5K

Jordan Lazareck Special Needs Fund
The Bridge Drive Inn LTD.
Shelmerdine Garden Centre LTD.
Jewish Foundation of Manitoba

"My time at KIDTHINK taught me a lot of what I know about parenting."

Alyssa Lambkin-Anderson

"Thank you very much!
We both feel a lot more confident that we're helping her the best way we can!"

Anonymous Parent Testimonial

"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
Mental Health Advocate

"It has been wonderful working with Tamara. As we encounter stressful situations, she has been incredibly supportive and helpful. Her expertise helped us find solutions to help my child."

We are grateful, Tamara.
Thank you!"

Anonymous Parent Testimonial

What's to come?

CONTINUING TO GROW



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ConnectCare

KIDTHINK ConnectCare will offer instant delivery of evidence-based psychoeducational content to parents who have gone through our intake process and have been identified as a fit to benefit from online services.

ConnectCare is one component of our stepped-care model that will provide immediate advice to parents before they see a licensed clinician. ConnectCare will consist of high-quality, professionally produced, pre-recorded video-based learning material which will be hosted on our website.

The creation and delivery of a KIDTHINK ConnectCare program consists of three general stages: content creation by a KIDTHINK Clinician, content recording and production by a KIDTHINK Clinician and professional video production team, and lastly, the assignment of clients to ConnectCare by our Intake Coordinator.

The KIDTHINK Clinicians engaged in the ConnectCare project operate at the cutting-edge of their field. Staff members involved in the project range from occupational therapists to clinical psychologists with expertise in a wide array of conditions. The initial subjects covered by ConnectCare will be anxiety, depression, ADHD, mindfulness, and behavioural issues.

Our intake team will combine technology and expertise to ensure that the right client receives access to the proper ConnectCare service at the right time.

FFCC

Fully Funded Client Care

As KIDTHINK continues to grow, we need to evolve our service offerings so that our resources are most efficiently allocated and the community is best served. In 2022, we are excited to launch our Fully Funded Client Care program (FFCC). Through this program, qualifying clients will receive vital mental health services at no charge. This will be distinct from our existing Client Care Subsidy Program (CCSP) which will allow clients to access our services at a subsidized rate. Upon intake, clients will be assigned to one of now three buckets: Full-Fee Care, CCSP, or FFCC. To which program a client is assigned will be determined by our sliding-scale calculator which considers both household income and size.

By introducing FFCC, we will be better able to meet the needs of our clients. Moreover, we will be addressing head-on the needs of our community as this new program-launch will aid in increasing accessibility to care.

Expanding the Team

In 2021, we reported 400% growth in clients seen. While this figure communicates a need for our services, growing awareness of our organization, and the impressive capacity of our team to manage such demand, it also expresses the need for more staff as there is no indication that growth is stagnating. Though our existing team has admirably risen to the challenge, their time is ultimately limited. A major goal for this coming year is to recruit new and outstanding staff to help us manage burgeoning demand for care. As the labour market for mental health professionals is notably depleted and consequently competitive, developing an attractive culture within KIDTHINK will be a focus going forward.

Over the past year, we have invested in expanding and developing our office space to support a fast-growing team. These renovations will be completed in early 2022 and will allow us to effectively market KIDTHINK as a preferred place of employment for premiere mental health professionals.

Continuing to Learn

At KIDTHINK, we believe that learning and growth should be an ongoing process for both our employees and our organization as a whole. In 2021, our team took professional development workshops to learn more about diversity, inclusion, and the injustices faced by our Indigenous populations. We also invested in programs that would help our employees excel in their current positions and nurture professional progress. By continuing to learn and by promoting growth, we hope to create a more inclusive, productive, and rewarding workplace.



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