

2024

ANNUAL REPORT



KIDTHINK.

healthy minds, thriving children



LAND 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.



WATER ACKNOWLEDGEMENT

We acknowledge that our water is sourced from Shoal Lake 40 First Nation.

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KID **THINK**



A MESSAGE FROM THE FOUNDER CARMYN ALESHKA



Access to timely, evidence-based mental health care remains one of the biggest challenges facing families in Manitoba. My own experience began when my eldest child was six years old, and we struggled to find the support he needed locally. Eventually, we traveled to New York, where he received care that combined Cognitive Behavioral Therapy (CBT) with monitored medication. Today, he is thriving in school, confident in his abilities, and continues to speak openly about the value of therapy.

That journey led to the creation of KIDTHINK Children's Mental Health Centre Inc., with a vision to provide accessible, high-quality care here at home. Since 2019, KIDTHINK has served over 750 families and delivered more than 5,800 hours of subsidized clinical services through our Fully Funded Client Care Program (FFCC) and Client Care Subsidy Program (CCSP). These programs ensure that cost is not a barrier for families seeking mental health support for their children.

In addition to individual therapy, we offer group programs, workshops, clinical assessments, and outreach initiatives. Since August 2023, we have served 230 families from the MATC waitlist and completed 31 full clinical assessments. This work is made possible through a combination of donor support, grant funding, and collaboration with government partners.

Together, we are building a system where children and families can access care when they need it most. With continued support, we will ensure that every child in Manitoba has the opportunity to receive effective mental health care close to home.

Carmyn Aleshka

Founder & CEO, KIDTHINK Children's Mental Health Centre Inc.

A MESSAGE FROM OUR CLINICAL DIRECTOR DR. MEGAN HEBERT



On behalf of everyone at KIDTHINK, thank you for your continued support in 2024. Your generosity makes it possible for us to deliver life-changing mental health care to children and their families without financial barriers.

This year, we expanded our impact through both individualized and group-based services. Our Fully Funded Client Care (FFCC) and Client Care Subsidy Program (CCSP) continued to provide critical, donor-supported treatment to families who otherwise would not have access.

We also grew our group therapy offerings, including ongoing delivery of the Healthy Minds, BREATHE, and EmpowerKids programs. In addition, we launched the Brain Besties: Executive Functioning Skills Group, the first in a new series designed to build core life skills. In the community, we remained active through outreach events, the implementation of the Strengths in Me program in local schools, and the delivery of free monthly caregiver workshops on key mental health topics.

We are proud to have supported the next generation of mental health professionals by providing supervision and practicum placements for social work and psychology graduate students, as well as candidates completing supervised practice toward licensure. This commitment to education helps strengthen the system as a whole.

Thank you to our dedicated clinical and administrative team for their tireless work, and to our supporters for believing in what we do. Your partnership continues to help us move closer to a future where every child has access to the mental health support they need to thrive.

A handwritten signature in black ink that reads "Megan Hebert". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Megan Hebert, Ph.D., C. Psych.

Clinical Director, KIDTHINK Children's Mental Health Centre Inc.

WHAT IS KIDTHINK?

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 committed to nurturing brighter futures through the early intervention and prevention of mental health challenges in children aged 12 and under, as well as supporting their families.

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**

We operate as a multidisciplinary centre that identifies and enhances the child's entire support system by focusing on Clinical Services, Community Outreach, and Research.

OUR MISSION

**To improve the lives of
children and their families**

OUR VISION

**A Canada that meets the mental
health needs of every child**



KIDTHINK PILLARS OF CARE

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

PROGRAMS

CLINICAL PROGRAMS

Psychological and Learning Assessments and Consultations

KIDTHINK's assessment team offers expert consultation and comprehensive assessments to support children facing psychological, social, and academic difficulties. We utilize evidence-based psychological and educational testing to provide clinical clarification and targeted insights.

Community Outreach Services

KIDTHINK Outreach Clinicians support children and families by entering the community and working with parents, educators, pediatricians, coaches, and the others who interact with the child. This approach ensures that the child's support structures are best equipped to identify and assist children experiencing mental health challenges.

Evidence-Based Therapeutic and Counselling Services

KIDTHINK's multidisciplinary team of mental health clinicians offers one-on-one and group-based therapeutic and counselling services to children, caregivers, and their families who are experiencing mental health challenges.

KIDTHINK services range from caregiver consultation and outreach treatment to psychological assessments and intensive child therapy. We treat a wide range of mild-to-moderate developmental, emotional, academic, social, behavioural, and mental health challenges including but not limited to:

Anxiety

Depression

Autism Spectrum Disorder

ADHD

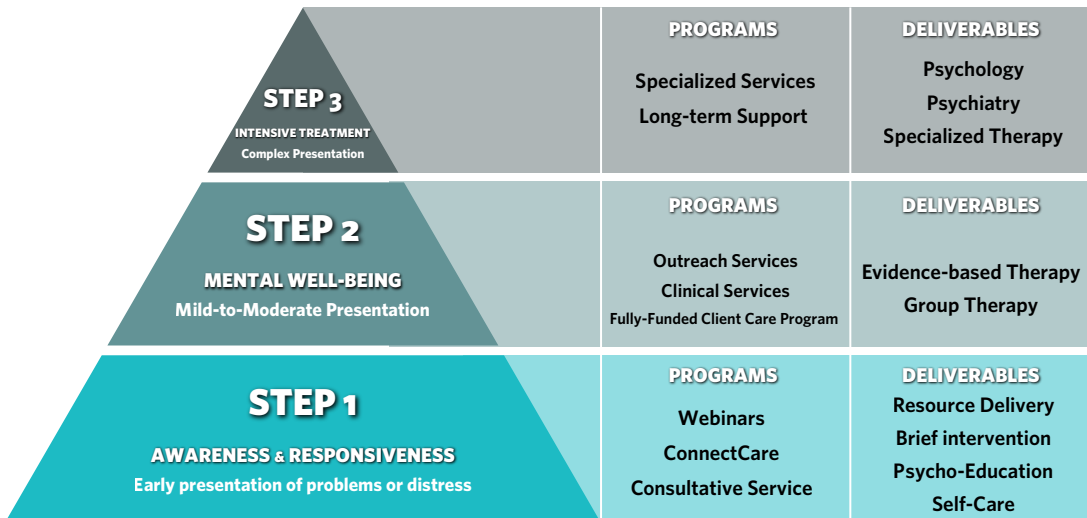
Self-Esteem Issues

Learning Difficulties/Disabilities

STEPPED-CARE MODEL

KIDTHINK is committed to improving how children and families access care by increasing the efficiency and effectiveness of its services. Strengthening intake and referral coordination is a key priority, helping ensure that each client receives the right level of support at the right time.

The stepped care model supports this goal by providing a clear, structured approach to service delivery. It also serves as a foundation for future planning, including staffing and program development.



STEP 1: Awareness and Responsiveness is for children with minimal symptoms such as mild anxiety or low mood. It includes webinars, brief workshops (2-3 sessions), and consultative support. The goal is to provide accessible information, introduce basic tools for coping, and direct families to further resources as needed.

STEP 2: Mental Well-Being Interventions supports children with mild but ongoing issues like sleep problems, social anxiety, or behavioural concerns. Services include assessments and short-term therapy (6-8 sessions) using approaches like CBT, DBT, and play therapy. This step focuses on skill-building, goal-setting, and regular progress reviews.

STEP 3: Intensive Treatment Supports is for children with moderate mental health needs such as OCD, phobias, or generalized anxiety. It offers longer-term, specialist therapy from psychologists and occupational therapists, with more in-depth and sustained treatment plans.

GROUP PROGRAMS



HEALTHY MINDS

A KIDTHINK SKILLS GROUP

Our 10-session Healthy Minds Group Program is thoughtfully crafted to engage children ages 7-9 in developing foundational social-emotional skills. These skills are presented in a way that's relatable and practical for everyday life.



BREATHE

BREATHE is an immersive program spanning 10 one-hour weekly sessions aimed at boosting resilience and well-being in youth. BREATHE is designed around Cognitive Behaviour Therapy (CBT) principles and provides youth ages 10-12 with vital social-emotional skills.

EMPOWERKIDS BEHAVIOUR & GROWTH

EmpowerKids Behavior & Growth consists of 10 one-hour sessions that are designed to provide crucial guidance and support for caregivers and their children facing emotional and behavioural challenges.



BRAIN BESTIES

This caregiver-child group not only focuses on learning about how executive functioning impacts daily functioning, but also provides comprehensive instruction on strategies that help manage the daily difficulties often experienced with executive functioning challenges.



ONLINE WORKSHOPS

KIDTHINK is pleased to provide caregivers with access to a series of FREE online workshops aimed at offering valuable insights and practical strategies for supporting children's mental health and well-being. Each 2-hour workshop is hosted by one of our clinicians and includes a live Q&A.

FREE WORKSHOPS

- 🌀 Mindfulness for Children and Caregivers 🌀 Understanding ADHD
- 🌀 Understanding Childhood OCD 🌀 Understanding Childhood Anxiety
- 🌀 Understanding and Managing Challenging Behaviour
- 🌀 Understanding Depression in Youths 🌀 Self-Regulation in Children
- 🌀 Parenting Tips for Healthy Sleep Habits 🌀 Parenting Tips for Picky Eating



ACCESS HERE



CONNECTCARE

ConnectCare is an innovative online, on-demand, video-based learning platform that offers FREE psychoeducational content for caregivers.

Professionally produced featuring KIDTHINK clinicians, ConnectCare is designed to provide valuable insights and strategies. Each ConnectCare series contains 5-7 parts with each part being approximately 10-15 minutes long. Upon signing up on the KIDTHINK website, users gain instant access to all ConnectCare content, eliminating long wait-times and addressing the underserved demand for mental health services. By focusing on evidence-based programming and promoting education and self-care, ConnectCare aims to transform lives and provide easier access to essential resources for those in need.

CONNECTCARE SERIES AVAILABLE

-  Anxiety in Children
-  Understanding ADHD
-  Understanding and Managing Behaviour
-  Understanding Regulation in Children
-  Understanding Childhood OCD
-  Understanding Depression in Youth
-  Mindfulness for Children and Caregivers

ACCESS HERE



CONNECTCARE SERIES COMING SOON

-  Parenting Tips for Picky Eating
-  Parenting Tips for Healthy Sleep Habits



THANK YOU TO OUR CONNECTCARE SUPPORTERS

Manitoba 

 Petro-Canada
CareMakers
Foundation™



JEWISH
FOUNDATION
- OF MANITOBA -

THE WINNIPEG FOUNDATION  Your Community Foundation
For Good. Forever.

**JIM & LENEY
RICHARDSON**

DONOR FUNDED PROGRAMS

CCSP

Client Care Subsidy Program

Through our Client Care Subsidy Program (CCSP), children ages 12 and under and their families receive evidence-based mental health intervention on a sliding scale. Our sliding scale fees are an important step in making mental health services affordable and accessible to everyone, regardless of income and financial resources. At KIDTHINK, if you cannot afford the cost of therapy, services can still be available at a reduced rate thanks to generous donors.



FFCC

Fully Funded Client Care

As KIDTHINK continues to grow, we have evolved our service offerings so that our resources are most efficiently allocated and the community is best served. In 2022, we were excited to launch our Fully Funded Client Care program (FFCC). Through this program, qualifying clients receive 10-13 hours of vital mental health services at no charge. This is distinct from our existing Client Care Subsidy Program (CCSP) which allows clients to access our services at a subsidized rate.

FFCC AND CCSP OVERVIEW

In 2024, KIDTHINK continued to advance its commitment to accessible mental health care through the Fully Funded Client Care (FFCC) and Client Care Subsidy Program (CCSP). Building on the success of our partnership with Shared Health and Centralized Intake, we expanded our service delivery to support 141 children from the MATC waitlist, providing them with timely and effective care.

In total, these services accounted for 985.6 hours and 888 client encounters. This initiative underscores our dual focus on meeting individual needs while supporting system-wide solutions. By helping reduce the MATC waitlist, KIDTHINK played a key role in easing bottlenecks within Manitoba's child mental health system.

Our collaborative approach demonstrates how strategic partnerships can enhance reach, improve efficiency, and create meaningful change. With over 3,000 total service hours delivered across FFCC, CCSP, and MATC clients in 2024, we remain focused on scaling our impact and ensuring that no child is left waiting for the support they need.

FFCC

Fully Funded Client Care

Total New Clients: 37
Total Hours of Care: 325
Total Encounters: 359

CCSP

Client Care Subsidy Program

Total New Clients: 50
Total Hours of Care: 710
Total Encounters: 674



KIDTHINK & MATC

In 2024, KIDTHINK secured a major two-phase funding agreement to help reduce wait times for children in need of mental health services.

- Phase 1: \$250,000 to provide treatment services for 100 families from the MATC wait-list through KIDTHINK's Fully Funded Client Care (FFCC) program.
- Phase 2: \$500,000 to provide treatment services for up to 120 more families from the MATC wait-list, as well as up to 40 psychological assessments.

This partnership allowed KIDTHINK to expand its reach and provide timely, no-cost support to families who would otherwise be waiting months or even years for care.

PHASE ONE COMMENCED IN AUGUST, 2023 AND WAS COMPLETED IN MAY, 2024.

745

Total Number of Individualized Child Sessions Provided

41

Number of No Shows

180

Number of Individualized Parent Sessions Provided

36

Number of Clients with Schools Engaged in Care

4

Number of Clients with Community Programs Engaged in Care

100

Total number of clients referred

PHASE TWO COMMENCED IN MAY, 2024 AND IS EXPECTED TO BE COMPLETED IN MAY, 2025.

1113

Total Number of Individualized Child Sessions Provided

37

Number of No Shows

108

Number of Individualized Parent Sessions Provided

21

Number of Clients with Schools Engaged in Care

0

Number of Clients with Community Programs Engaged in Care

107

Total number of clients referred

IN THE COMMUNITY



Survivor Fundraising Watch Party



Sugar Blossom Jewelry Collaboration



Strengths in Me Art Exhibition



Price is Jeopardy



Petro-Canada CareMakers Foundation Walk



Kinsmen Jackpot Bingo in Support of KIDTHINK



Mental Wellness Community Fair



Pedal for Purpose Community Fundraiser



AN UNFORGETTABLE NIGHT FOR CHILDREN'S MENTAL HEALTH

In 2024, KIDTHINK hosted its first-ever in-person fundraising event, The Price is Jeopardy; a night that combined entertainment, purpose, and powerful community support. With over 400 guests in attendance, the event raised an incredible \$350,000 in support of KIDTHINK!

Held in a vibrant game show format, the evening featured world-class illusions by Darcy Oake, lively crowd participation, and moments that brought attention to the urgent need for accessible children's mental health care. The theme, that the price of insufficient care is leaving kids in jeopardy, underscored the event's goal: to shine a light on the challenges families face and rally support for early intervention.

Funds raised from The Price is Jeopardy helped support the FFCC program, which provides 10 to 13 hours of free, evidence-based mental health services for children under 12 and their families. These services support children experiencing mild to moderate emotional, social, or behavioral challenges. These are families who might otherwise be left without care due to financial barriers.

Thanks to the generosity of our sponsors, donors, and attendees, many more children will now receive timely, expert support at no cost to their families. This event marked a milestone in KIDTHINK's growth and community engagement, and we are filled with gratitude for everyone who helped make it a success.



2024 HIGHLIGHTS



Partnered with the provincial government in August, 2023 and have since taken 230 clients off their MATC waitlist and provided 40 diagnostic assessments.



Fully Funded Client Care

Delivered fully or partially funded treatment to 228 children and families thanks to donor support.



Offered free, online, video-based psychoeducational content to more than 1600 community members through our monthly workshops and ConnectCare video-learning platform.



Guided 160 children and caregivers through our group therapy programs: Empower Groups, Healthy Minds Groups, Circle of Security, Brain Besties, and BREATHE.



Supported 60 students at Grant Park High School through our BREATHE group which helped them develop self-regulation, emotional awareness, and stress management skills.



Hosted a Mental Health Resource Fair with a keynote address from Dr. Lindsay Woods for over 100 community members in collaboration with Project 11, Sara Riel, MACY, Winnipeg School Division, and others.



Fulfilled the clinical capacity of clinicians at our downtown location and are now exploring expansion into other centres within Winnipeg and reaching rural communities with our free, online, psycho-education tools and workshops.



Held our first in-person fundraiser, The Price is Jeopardy, on May 10th at The Fort Garry Hotel which raised over \$350,000!



Were supported by the 3rd Annual Pedal for Purpose community fundraiser which raised over \$21,000 for KIDTHINK bringing the 3-year total to over \$50,000!



Collaborated with Sugar Blossom Jewelry to create exclusive necklaces and bracelets with 100% of the proceeds directly supporting our clinical services.



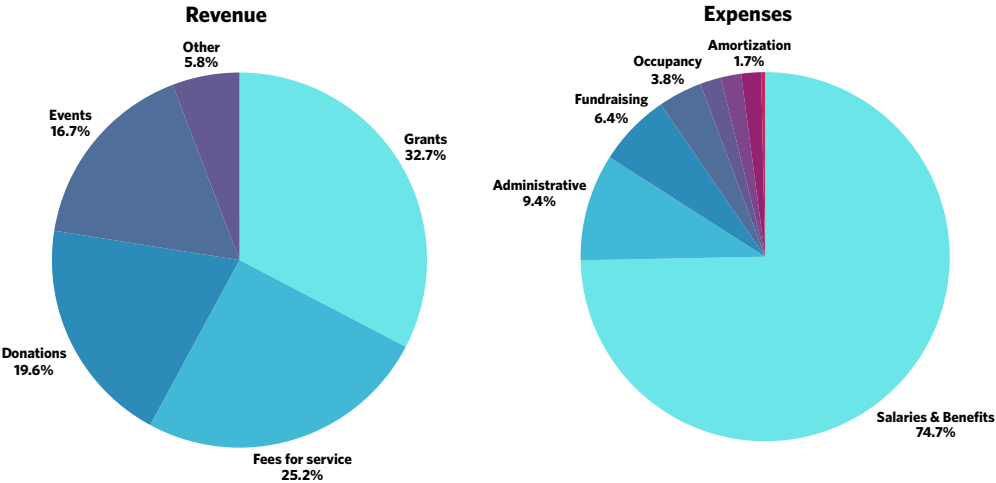
FINANCIAL BREAKDOWN

REVENUE

KIDTHINK’s total revenue grew from \$1.45 million in 2023 to \$1.91 million in 2024, a 32% increase that reflects strong momentum and growing community support. Fees for service rose from \$370,912 to \$482,357, as more families accessed care through KIDTHINK programs. Donations increased from \$345,923 to \$374,637 in 2024. Event revenue also saw a boost, rising from \$268,738 to \$319,199, driven by the success of new fundraising efforts like The Price is Jeopardy. These increases signal growing confidence in KIDTHINK’s work and a broader base of support across donors, families, and partners.

EXPENSES

KIDTHINK’s total expenses increased from \$1.34 million in 2023 to \$1.79 million in 2024, in line with expanded programming and staffing. The most significant increase was in salaries and benefits, which grew from \$952,362 to \$1,335,182, reflecting an investment in clinical staff to meet rising service demand. Administrative expenses rose from \$99,094 to \$167,326, while occupancy costs decreased from \$112,771 to \$68,646, demonstrating improved efficiency in space usage. Service activity costs declined from \$72,670 to \$31,939, while technology and professional fees remained relatively consistent. These figures reflect a careful balance between expanding impact and managing resources effectively.





2024 DONORS

\$100K+

The Upside Down Tree Family Foundation

\$50K - \$100K

Arlene Wilson

Winnipeg Foundation : A&A Fund

\$20K - \$50K

Johnston Group

Spencer Corporation Ltd.

TELUS Communications

The Winnipeg Foundation: Children and Youth Program

\$10K - \$20K

Andrea & Jay Meyers

Siobhan Richardson Foundation

The Winnipeg Foundation: Novak MacDonald Fund

\$5K - \$10K

Auto Gallery of Winnipeg

Body Measure Inc.

Emergent Biosolutions

Irene & Alex Aleshka

Joel Davison

Kinsmen Club of Winnipeg

Petro Canada CareMakers Foundation

Walmart Canada

\$2K - \$5K

Adam Aleshka

B.A. Robinson Co.

Edison Properties

J&R Tile Inc.

Jodee Stewart

K&S Electronics & Security

Kaleigh Rosenblat

Karl Dornetshuber

Lottie Enns-Braun

Lynda Seward

Matt & Lori Duncan

Matt Robinson

Mike Easton

The Rane Foundation

Wade Family Foundation

Winnipeg Building & Decorating Ltd.

Winnipeg Regional Health Authority

TESTIMONIALS



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

Alyssa Lambkin-Anderson



"It has been wonderful working with KIDTHINK. As we encounter stressful situations, KIDTHINK has been incredibly supportive and helpful. Their expertise helped us find solutions to help my child. We are grateful! Thank you!"

Anonymous Parent Testimonial



"Thanks so much for providing this information free of charge. It is helpful to feel that there is something I can work on with my child while we wait to get diagnosed."

ConnectCare User



**"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



"This is an amazing workshop! I will certainly recommend it to parents I am working with, as it contains so much helpful information about anxiety along with numerous strategies they can implement at home. Thank you for making this accessible to everyone!"

ConnectCare User

LOOKING FORWARD: MOMENTUM FOR MENTAL HEALTH

As we close out 2024, we are proud of the measurable strides KIDTHINK has made in delivering accessible, evidence-based mental health care to children and families across Manitoba. This year, we served over 270 new clients, provided more than 3,000 hours of clinical care, and delivered group therapy and workshops to hundreds of children, caregivers, and professionals. Our team expanded services, launched new group programs such as Brain Besties, and continued key partnerships to meet growing demand.

Milestones like our first in-person fundraising event, The Price is Jeopardy, which raised \$350,000 for our Fully Funded Client Care program, are a testament to the power of community. Events like this allow us to reach more families who encounter financial barriers when seeking care.

None of this would be possible without our donors, partners, families, volunteers, and dedicated staff. Your support drives our mission and reminds us that real change happens when we work together.

As we look ahead to 2025, our focus remains clear. We will continue to grow our reach, deepen our collaborations, and challenge the stigma that still surrounds children's mental health. With your help, we will keep working toward a future where every child can access the support they deserve.

Thank you for standing with us. Together, we are making a lasting difference.



HOW TO DONATE

Make a difference in a child's life today!



ONLINE

- 1 Visit kidthink.ca/donate
- 2 Complete the online donation form
- 3 Instantly receive your tax receipt via email



CHEQUE

- 1 Make the cheque payable to **KIDTHINK Children's Mental Health Centre Inc.**
- 2 Mail cheque to **407 Graham Ave 2nd Floor, Winnipeg, MB R3C 0L3**
- 3 A charitable tax receipt will be issued once received



PHONE

- 1 Give us a call at **(204) 898-0203**
- 2 Be prepared to provide the name to be recognized and the billing information
- 3 Have your credit card ready to complete the donation



Kidthink Children's Mental Health Centre Inc.

Charity Number: 727882714RR0001

www.kidthink.ca



Call Us

(431) 830-3300



Message Us

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Visit Us

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