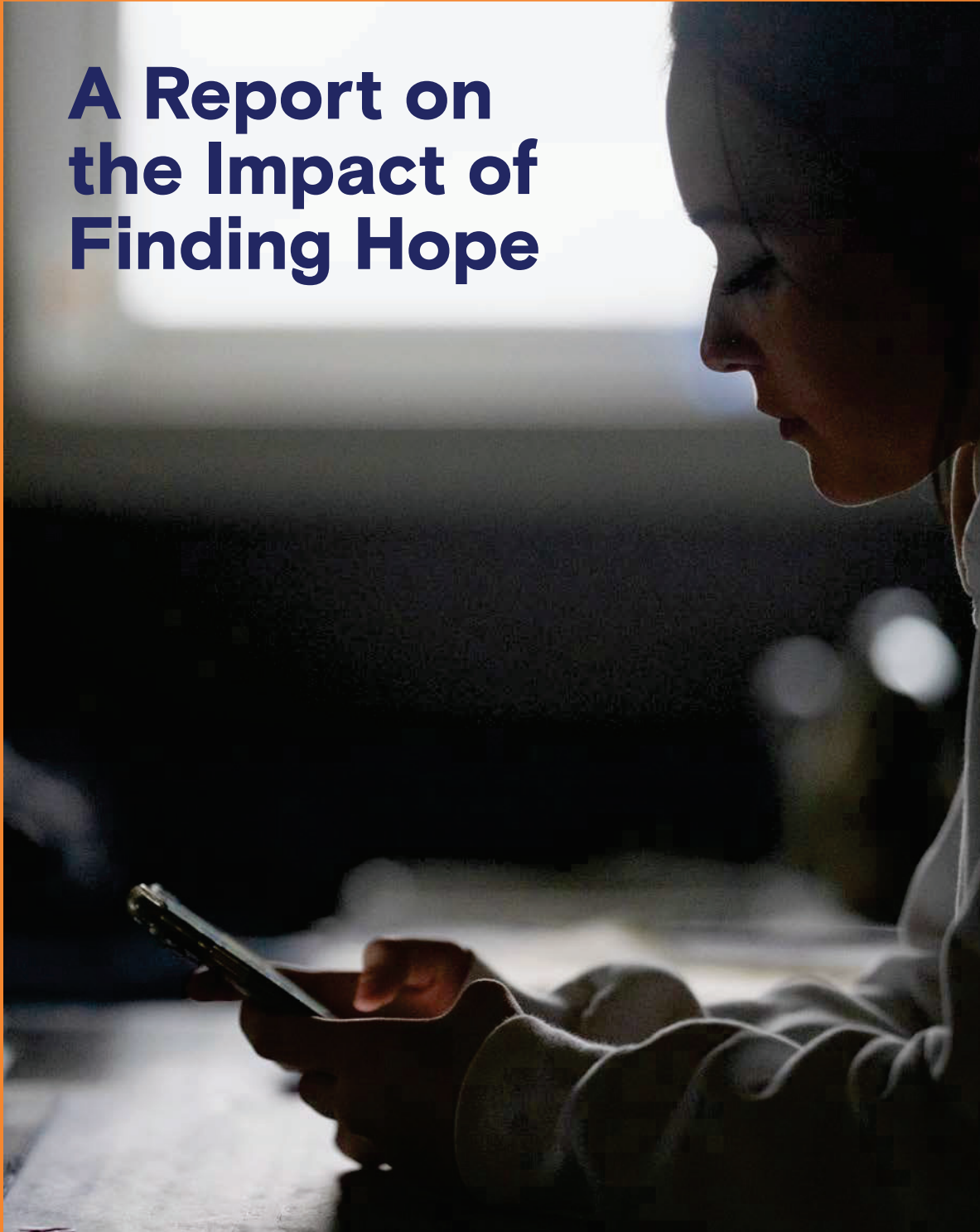




**Feel
Out
Loud**

A Report on the Impact of Finding Hope



**Gratefully Presented to Sobeys
March 2026**

**@KidsHelpPhone
KidsHelpPhone.ca**

Our Gratitude

Dear Renee and Connor,

On behalf of the entire team here at Kids Help Phone, thank you so much for your unwavering support as we work together to break down barriers to help, and hope, for Indigenous young people in Canada.

I am honoured to share the following report on the wide-ranging impact of your generosity in 2025. As we continued to deliver on the six ambitious goals and 32 actions outlined in [Finding Hope: Kids Help Phone's Action Plan for First Nations, Inuit and Métis Youth](#), your partnership helped enable us to launch new initiatives, strengthen existing programs and reach more Indigenous youth than ever before.

Indigenous young people now represent 10% of all youth reaching out to KHP by text — higher than their representation in the overall Canadian population at 5%. This is a direct result of the work you help make possible, including our ability to reach an incredible 199,813 Indigenous youth across Canada last year through outreach.

As we head into 2026, I am thrilled to share that KHP's Indigenous Initiatives team is fully staffed. We are ready and determined to build on the strong foundation of success established over the past few years, delivering new and expanded initiatives that meet the unique needs of Indigenous youth and unlock the hope they need to thrive in their world.

Once again, thank you for your generosity, partnership and support. You make it possible for KHP to be there for Indigenous youth — for every feeling, at any time of day or night. Your impact will be felt for generations.

With gratitude,



Deanna Dunham

Director, Indigenous Initiatives
Kids Help Phone



“You really helped me. I never feel like I can be vulnerable, but I felt safe. Thank you for helping out me and other kids like me.”

— Indigenous young person who reached out to KHP in 2025

Impact by the numbers

In 2025, Indigenous service users who completed the texting post-service survey said:

89% would recommend KHP and its services to other young people.

85% found their conversation with KHP helpful.

52% would have reached out to nowhere else.

6% said if they had not reached out to KHP they would have gone to the ER.

80% shared something with KHP that they never shared with anyone else.



Your Impact in 2025: Program Updates

In 2025, your generous support fuelled remarkable growth across three major program areas focused on unlocking hope for Indigenous young people: Brighter Days, Weaving Threads and New Trails.

These three programs — representing program delivery, volunteer-led outreach and promotion — work together to break down barriers to mental health support for Indigenous youth in every part of Canada.

We are deeply grateful to you for fuelling this crucial progress and ensuring help is always available, for all the feelings.

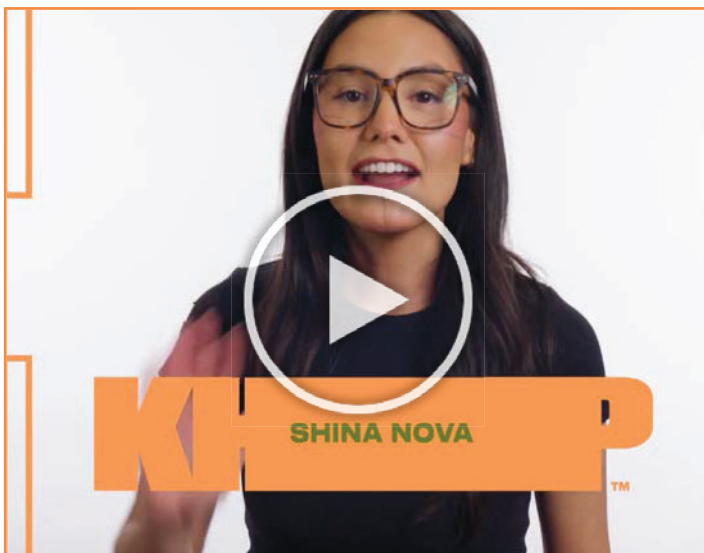
Brighter Days: An Indigenous Wellness Program supported by Sun Life

Offered to Indigenous youth between the ages of six and 29, Brighter Days aims to empower First Nations, Inuit and Métis youth with skills, tools and resources that support their mental health and well-being. It was developed by Indigenous educators, school counsellors and community program workers and is offered both in-school and in-community in audio and video format.

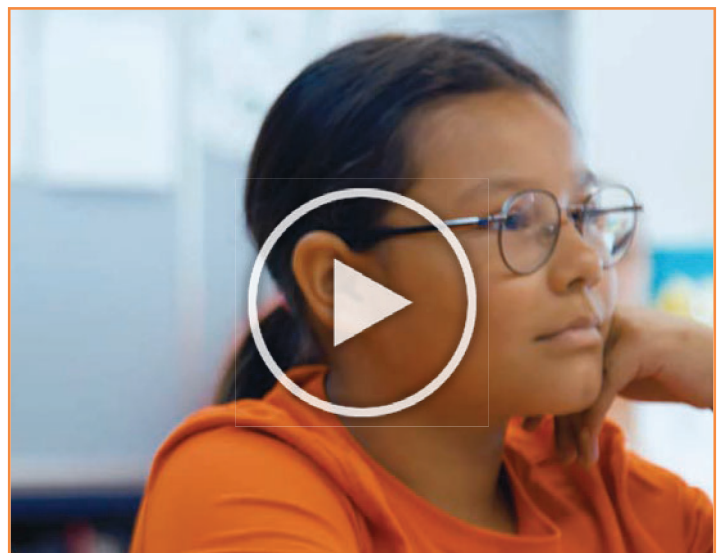
This year we introduced a new module featuring Inuk throat singer and influencer [Shina Nova](#) called **“Mental Wellness and Self-Care”**. This addition explores practical ways for young people to advocate for their emotional, mental, physical and spiritual well-being.

To continue expanding the reach and impact of Brighter Days, the Indigenous Initiatives team has launched a project to translate all program materials into Inuktitut, Inuinnaqtun and French to meet education requirements in Nunavut.

The team also developed, and recently launched, a promotional video for Brighter Days. This video sheds light on what to expect in a Brighter Days session, as narrated by staff members of the Indigenous Initiatives team. It features a classroom in action and influencers including Shina Nova, hoop dancer [James Jones](#), NHL player [Jordin Tootoo](#) and more who feature in the modules. [Watch the video here!](#)



Shina Nova introducing the newest Brighter Days module, “Mental Wellness and Self-Care”.



This new promotional video provides an inside look at what a Brighter Day session looks like.

In 2025, this vital program reached 1,526 participants through 73 sessions across Canada.

Weaving Threads

Weaving Threads is a Canada-wide network of Indigenous community members and leaders across Canada who volunteer as Champions or Ambassadors to connect Indigenous youth with mental health resources from KHP and our partners.

Weaving Threads continued to grow and evolve in 2025, fuelled by the generous support of our donor community. There are now **113 active** volunteers in the network, across 11 provinces and territories.

Deepening volunteer engagement

To ensure volunteers have dedicated support, we onboarded three Engagement Coordinators to work directly with them through regular check-ins and community support plans. We also transitioned volunteer training to a dynamic e-learning platform to create a more consistent and accessible experience.

In addition to these efforts, we released two Weaving Threads newsletters in 2025 to boost volunteer engagement and connection. Going forward, we plan to release new issues regularly to engage and inspire our community of volunteers.

Weaving Threads Forum hosted virtually

On November 11, 2025, KHP hosted the annual Weaving Threads Forum in a virtual format to improve access for youth, volunteers and community members from across the country. The event featured a keynote address from Indigenous wellness influencer [Shayla Stonechild](#) and offered unique opportunities for engagement, education, discussion and support.

Expanding and evolving Weaving Threads

This year, the Indigenous Initiatives team introduced two major updates to continue strengthening and growing Weaving Threads:

1. Enabling youth aged 10 to 14 to participate in the program by partnering with an older volunteer. The previous minimum age for participation was 15.
2. The Ambassador volunteer level, which will allow volunteers to take on enhanced responsibilities such as hosting information booths and delivering presentations on behalf of KHP.

We are also launching a [Weaving Threads promotional video](#) in 2026 to further support our volunteer recruitment efforts.



“Kids Help Phone has always been there for me and I’ll always be there for Kids Help Phone.”

— Weaving Threads volunteer

New Trails

Through New Trails, the Indigenous Initiatives team works with Indigenous leaders across Canada to display road signs, billboards and other signage in communities with high populations of First Nations, Inuit and Métis youth, building awareness of KHP among youth in these areas.

Since the program began in 2023, a total of 78 signs have been delivered across the country. Throughout the year, we focused on implementing improvements to the process of ordering and installing signs to scale up our operations and enhance efficiency. These changes will support the continued expansion of this vital program throughout 2026 and beyond.

We are currently in discussion with multiple organizations about installing signs, including the Manitoba First Nations Education Authority, Anishinabek Police Services and the Nunavik Regional Board for Health and Social Services, among others. These collaborations are expected to result in at least 16 new signs, and we look forward to sharing further updates as this work progresses.

Promoting New Trails

To support the ongoing expansion of New Trails and raise awareness of its importance, we have launched a dedicated [New Trails webpage](#). The webpage features images of New Trails signs taken by Indigenous photographers.

We are also developing a promotional video for New Trails, produced by a First Nations Youth Council, and plan to include New Trails in KHP's new programs and services guide.



Weaving Threads Champion Kyrah Shipman and members of the Bkejwanong Youth Council (BYC) in front of their community library's New Trails sign to promote KHP services for Indigenous youth.

Improving Access through Technology, Media and Representation

Throughout 2025, the team led several major projects aimed at improving access to culturally relevant mental health resources for First Nations, Métis and Inuit youth. None of these initiatives would be possible without your support.

Refreshing the Indigenous Services homepage

KHP's [landing page for Indigenous youth](#) was refreshed in August 2025. The page recognizes and champions the diverse identities and needs of Indigenous youth and features elements that improve the user experience for young people and community members seeking support and information. Since the update, there have been **over 30,000 visits** to the page.

New Videos Set to Reach Indigenous Youth Across Canada

Building trust is crucial to engaging more Indigenous youth with KHP. To help Indigenous young people across Canada feel safe and confident reaching out about their mental health, the Indigenous Initiatives team developed two new promotional videos in 2025: one geared toward younger children and the other for pre-teens and teenagers.

Filmed on Mississaugas of the Credit First Nation, both videos featured an all-First Nations cast and engaged many First Nations businesses, from catering to hair and makeup. Both videos strive to help Indigenous youth gain a better understanding of KHP's services and how to access support.

In late 2025, we previewed the two videos at the Assembly of First Nations Special Chiefs Assembly, where they were seen by hundreds of First Nations leaders. Feedback has been overwhelmingly positive, and the videos are now set to launch in 2026.

Centring Indigenous talent and representation

A key action of Finding Hope is to increase the visibility of Indigenous young people within and across our communications. In 2025, the Indigenous Initiatives team made major progress toward this goal by expanding and refreshing our database of photos representing Indigenous youth and communities.

With all photos featuring Indigenous youth, this project will ensure more young people see themselves reflected in our communications — building trust and reducing barriers to support. Many of the photos featured throughout this report come from this new collection.



Clip featuring National Chief Cindy Woodhouse Nepinak thanking KHP.

“I felt so seen like I hadn’t before and I recommend it to others. Thank you to the person who helped me and basically saved my life again.”

— Indigenous young person who reached out to KHP in 2025



Events and Partnerships

Strong partnerships, relationships and communities of practice are crucial to ensuring KHP is a trusted, safe space where Indigenous youth can Feel Out Loud.

In 2025, fuelled by your support, we focused on nurturing new and existing partnerships. We also laid the groundwork for an exciting new mentorship program that will strengthen the future of Indigenous engagement at KHP.

Working together to reach more Indigenous young people across Canada

Last year, the Indigenous Initiatives team cultivated meaningful partnerships with 211 organizations serving Indigenous youth in more than 281 communities. Key highlights included:

- **An elementary school on Six Nations of the Grand River** to film a promotional video for Brighter Days.
- **First Nations Telehealth Network** to extend the reach of Brighter Days to youth across Alberta and facilitate a province-wide presentation on cyberbullying, tailored for adults who support Indigenous youth.
- Hosted a promotional booth at the **Indspire National Gathering** and **Assembly of First Nations Special Chiefs Assembly**.
- Partnered with **Waakebiness Institute of Indigenous Health (WIIH)**, which supports the tabulation of Brighter Days survey data; in return, our team supports WIIH in gathering insights on how climate change is impacting the wellness of Indigenous youth.
- Delivered four complimentary sessions of Brighter Days to the **Indspire Student Wellness Advisory Group**, promoting mental health and cultural wellness.

Paving the way for a new mentorship program

In 2025, we established a new mentorship program in partnership with the **First Nations Technical Institute**. The program aims to provide specialized training to Indigenous social work students on their path to becoming social workers in their communities. As part of their practicum requirements, students complete KHP crisis responder training and volunteer as a crisis responder.

“My experience with both the training for becoming a Kids Help Phone crisis responder and working as a Crisis Responder has provided me with a solid knowledge base and understanding of how to communicate and support those going through crisis empathetically as well as being able to gently move them from a hot moment to a cool calm...”

From an Indigenous perspective, I cannot stress enough how important it is to have a support system to count on when crisis comes up and there is no one to talk to. Kids Help Phone could make the difference between life and death for that Indigenous young person texting in from a remote reserve or that Urban Indigenous young person who does not feel safe within the mainstream social services or counseling system, to get the relief they need to carry on.”

— Student who participated in the first cohort of the mentorship program

What's Next

Your support is the driving force behind new innovations, initiatives and ideas that empower KHP to unlock the hope Indigenous youth need to thrive in their world. Here, we are thrilled to highlight just a few of the many exciting projects in the works for the coming year — none of which would be possible without supporters like you.

Developing an Indigenous-focused app

We are in the process of developing an app for Indigenous youth — one that works even without internet access or cell service, so support is always available.

The app will feature a range of online and offline services, including online messaging and other KHP access points, self-directed mental health resources and more. Designed with and for Indigenous youth, the app is currently being tested and is set to launch in 2026.

Creating virtual reality videos of Elder teachings

Engaging with Elder teachings is a powerful way for Indigenous youth to connect with their identities and communities, but not all young people have access to these opportunities.

To break down barriers to the transformative impact of these teachings and demonstrate KHP's understanding of the efficacy of Indigenous healing practices for mental and spiritual well-being, we have leveraged virtual reality technology to film a series called "Shared Teachings in VR", featuring Elders, youth and knowledge keepers engaging in knowledge sharing and other connected activities.

In 2025, five videos were filmed on location at the Odena Celebration Circle in Winnipeg, MB to create an immersive and meaningful experience, highlighting topics such as self-worth and belonging. With a focus on trans and two-spirit youth, the videos were created in collaboration with 2Spirit Manitoba.

These videos will be launched in 2026, available in both virtual reality and 2D formats, including a virtual reality version of KHP's popular [mindfulness body scan](#) and in different Indigenous languages. We look forward to sharing these videos once they are ready to launch.

Engaging in partner training

To support our sector partners to confidently refer the young people they serve to KHP, we are developing a short online training module specifically designed for external frontline organizations and counselling-adjacent services.

Video-based and designed to be completed in 45 minutes, the training will equip staff with the information and tools they need to ensure young people know about and can access KHP. We look forward to rolling out this training in 2026.





Every day, your generosity makes it possible for KHP to be there for Indigenous youth across Canada.

Thanks to you, Indigenous young people are increasingly empowered to seek safe, non-judgmental, culturally responsive care, no matter the time of day or night. And with you by our side, we will continue to grow and evolve alongside the ever-changing needs of generations of Indigenous youth from coast to coast to coast.

From all of us at Kids Help Phone, thank you. We are so grateful.

“I want to say thank you so much to [Crisis Responder] for hearing me out and helping me a lot. I feel so much better and this helpline really does help. This is my first time and I am so grateful I had given this chance for myself so now I can talk to anyone anytime whenever I am feeling down.”

—Indigenous young person who reached out to KHP in 2025

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