

Brighter Futures

Celebrating the powerful impact of BullyingCanada donors



2022 Donor Update

BullyingCanada celebrates 15 years of helping bullied kids

Milestone changes in our service give kids better support

Thanks to the outstanding generosity of our donors, BullyingCanada is celebrating 15 years of giving Canadian bullied youth a brighter future.

When it was co-founded in 2006 by then teenagers Rob Benn-Frenette and Katie Thompson (Neu), BullyingCanada.ca was born. The website brought together bullied kids to support each other, and distributed information about bullying.

Kids are now contacting BullyingCanada 6.2 times more than before the pandemic

In 2011, after becoming a Canadian registered charity, it grew into a bilingual 24/7/365 support service coaching Canadian bullied kids and adults who care for them - and sticking with them until we negotiated an end to their being bullied.

Thanks to growing support of generous individuals, family foundations, corporations, unions, churches and service groups, last year we answered 787,035 cries for help - a dramatic 528% increase in contacts compared to pre-pandemic 2019.

Over the last year, donor support allowed us to offer our website in 104 languages.

We also now have professional counsellors available 24/7, to help kids considering suicide, or youth committing self-harm.

Brandon is one of the thousands of kids you've helped.

On their behalf, thank you for your compassionate support!

We could help this bullying victim because you cared



Dear BullyingCanada,
Last year I was bullied all the time at school. My stomach hurt every day and I couldn't sleep. I couldn't concentrate in class and my grades tanked. I'm so glad my parents suggested I text you. Support Responder Chris worked with my teachers and principal for a couple of months to get my bullies to leave me alone. This year, my grades are way up, and I'm so happy because I'm not being picked on any more! You guys are my heroes. Thanks for your help!!
Brandon

Bullying on the move

Why some kids dread their school bus ride to school

Bullying can occur anywhere kids gather, including on school buses.

Our co-founder Rob Benn-Frenette knows this all too well. His bullies, twin sisters, like to sit behind Rob on the bus. Milder torment escalating until they burned Rob's neck with a cigarette lighter. Another day, they pushed Rob in front of a moving school bus.

School bus bullying also includes kids being tripped or slapped as they walk up the aisle, being forcefully dragged to a different seat, and having belongings stolen, broken or thrown out windows.



Often, school bus drivers contact us for advice on how to handle bullying on their buses. They feel badly that despite their best efforts, they can't both drive safely and keep an eye on every child in their care at the same time.

We offer drivers this advice.

Introduce yourself to your kids

When kids know your name and you know theirs, they are more likely to report bullying to you.

Lead by example

Model respectful behaviour and show empathy when resolving conflicts, so kids can follow your lead.

Establish a school bus code of conduct

Post rules for appropriate conduct in the bus in a prominent place. Let students know you're watching them and won't tolerate bad behaviour. Praise them for good behaviour.

Watch and intervene

Take action if you see bullying, and let kids know they can



report it to you. Keep an drop box at the front of the bus for kids too scared to come forward.

Organize seating

Don't sit younger kids with older ones. Strategically seat new students, and talk to children who seems to be nervous about their seating arrangement.

Introduce yourself to your kids

When kids know your name and you know theirs, they are more likely to report bullying to you.

Work with the school

Report any bullying incidents to school officials or your supervisor as soon as possible. Ensure the school has a bullying policy and enforces it in all school areas, including their school buses. Ensure bullies will be held accountable for their actions.

Your donor dollars in action

Countless children and youth are deeply touched and are forever grateful for your help.

- **In 2021, BullyingCanada answered 787,035 terrified calls for help**. Pandemic-induced stress combined with bullying are causing 6.2 times more youth to contact us.
- In 2021, 53 million people visited BullyingCanada.ca



- **BullyingCanada.ca is now available in 104 languages**. In 2020, our site was offered in only 5 languages.
- **97 minutes**: Average time a Support Responder spends on the phone with a bullied youth.



- **62 minutes:** Average time a Support Responder spends on a texting support session.

Stopping bullies in their tracks

How you can teach kids to safely stand up for victims of bullying

Two Canadian researchers have learned that 80% of bullying of children occurs in sight of witnesses, or "bystanders." The researchers also observed that when a bystander takes on the role of defender and intervenes to offer support of the youth being bullied or approaches the bully, bullying stops within 10 seconds, 57% of the time.

Although many kids are intimidated or frightened by the idea of stepping into a tense situation, those that do give these reasons for helping:

- They are friends with the youth being bullied
- They believe it is right to treat others with respect, or they believe bullying is wrong
- They view the bullying victim as innocent
- They have observed how serious or dangerous the behaviour is, and how frequently it occurs
- They have empathy and sympathy for the target of the bullying
- They believe teachers or school staff will appropriately address bullying.

If you know young people who may have witnessed bullying – or who have been bullied themselves and know all too well how terrible it is – you can teach them how to take safe, positive actions to prevent bullying, and to address it while it is happening or after it occurs.

Steps to prevent bullying include:

- Welcoming others to join their activities and groups
- Being a role model by showing kindness, respect, and empathy for others.
- Walking or sitting with or near vulnerable kids who may be targets of bullying.
- Getting involved with bullying prevention efforts at school or in the community

Bystander interventions *during a bullying incident* may include:

- Defending the bullying victim by stating their approval of the youth
- Intervening with other like-minded youth
- Questioning the bully about their behaviour
- Lightening a serious situation with humour and changing the subject
- Telling the bully that what they are doing is wrong

Bystanders can address bullying *after it happens* by:

- Reaching out privately to the victim to express support or concern.
- Reporting the bullying to a trusted adult, parent, teacher, or school administrator.
- Reaching out privately to the bully to express concern, if they feel safe doing so



There are many ways that kids can safely stand up for bullied youth.

Your continued generous support will help us cover the increasing costs of keeping up with the flood of bullied kids depending on our 24/7 coaching and professional counselling.

Please consider making another special gift to BullyingCanada today. *Thank you for caring!*

Our donor survey reveals mutual deep caring for bullied youth

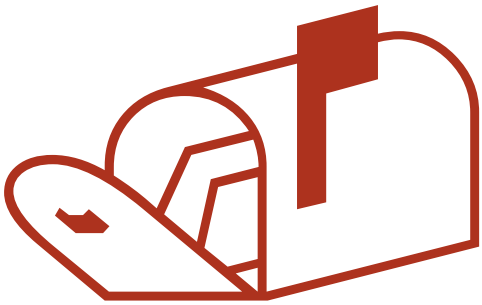
We want to offer our sincere thanks to the BullyingCanada donors who took the time to respond to our donor survey!

When asked what inspired donors to support our work, the most common answer was "I know bullying is hard on kids, and I want to ensure they get the help they need."

Almost half admitted they had been bullied themselves, and one third knew kids they care about who had been bullied.

We were very touched by the donor who wrote this insightful note:

They shouldn't have the extra stress and pain of being bullied too. Good mental health can't be maintained if you are being victimized.



We completely agree! This message expressed the feeling of more than half of BullyingCanada supporters:

I have been lucky enough to never have been bullied, but as an only child, it would have been terrifying.

Today's kids have so many issues already.

You have our most sincere thanks for the compassion and empathy you demonstrate with every gift you make to help give bullied kids a brighter future!

DONATE A CAR
CANADA

Turn your unwanted car – running or not – into a generous tax-deductible donation to help BullyingCanada support bullied kids!

EASY & FREE

Learn more at:

bit.ly/DonateCarBullyingCanada

You can leave a life-saving gift of caring in your will

You will be forever fondly remembered by making a heartfelt donation in your will to BullyingCanada. Your compassionate legacy can be to bring smiles back to the faces of bullied youth, and give them brighter futures.



For more information on how to create your own will, or how to make a meaningful legacy gift using insurance, gifts of registered savings or appreciated securities, please visit:

www.BullyingCanada.ca/Legacy-Giving

BullyingCanada
GIVING BULLIED KIDS A BRIGHTER FUTURE

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