

Brighter Futures

Celebrating the powerful impact of BullyingCanada donors



2023 Donor Update

Historic surge in contacts from bullied youth

Contacts are 18.5 times higher than in 2019

According to *Unicef Canada*, on average 25 percent of Canadian youth of all ages are regularly bullied. This number skyrockets to 71 percent for those between 12 and 17 (*Canadian Health Survey on Children and Youth*).

In addition, 20 percent of Canadian youth have a mental health challenge. And their mental health has only gotten worse due to all the life changes that resulted from the pandemic.

For BullyingCanada, these aren't just statistics – they are teary voices with heartbreaking stories.

With the support of our compassionate donors, we are doing our best to keep up with the greatly increased number of desperate youth reaching out to us for support.

In 2022 alone, we answered more than 2.3 million cries for help from kids being bullied in many different ways today.

Fights and in-school antics still occur. But with kids now living more of their lives online – you've probably seen them glued to their phones – now bullies are publicly attacking them on social media. They're also getting under their victims' skin through mean and threatening texts and emails.

There has never been a greater need for BullyingCanada.

More badly bullied youth are admitting to us they are considering suicide to end their pain

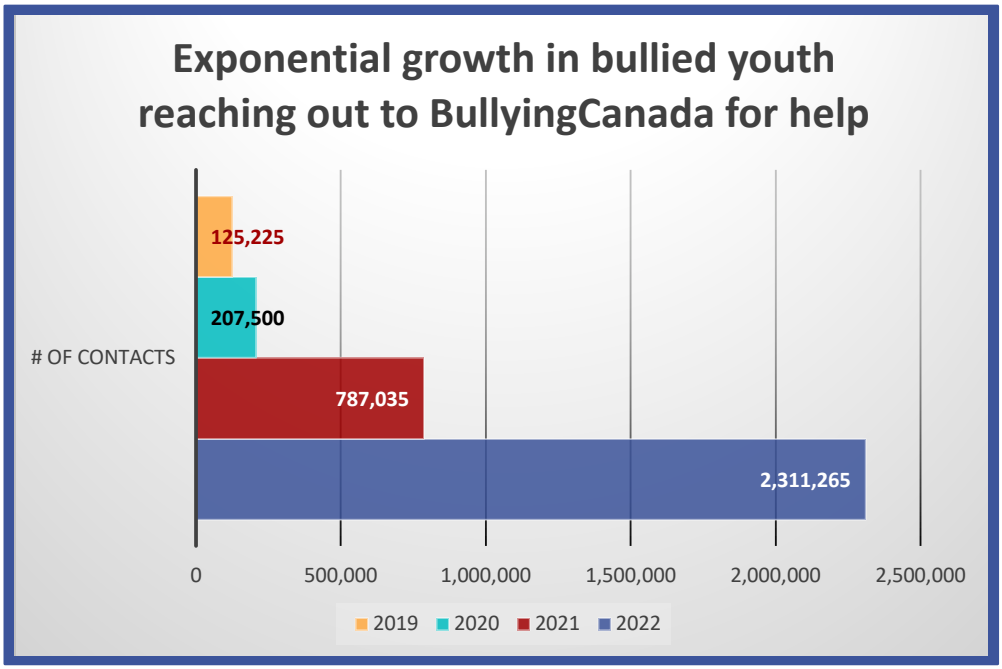
Thanks to the generosity of our volunteers and donors, we act as Canada's only wrap-around mental health service that works one-on-one with bullied youth.

Founded in 2006, we work with them, their parents and local supports for as long as it takes to bring an end to the bullying and help them to heal.

Our website, available in 104 languages, has a vast amount of tips about handling bullying for youth, teachers, parents, sports coaches and school bus drivers.

Last year, BullyingCanada.ca was visited a staggering 282 million times, helping people around the world.

Our supporters continue to help us live up to our vision – to give bullied youth a brighter future!



How LGBTQ2S+ youth are targeted more by bullies

BullyingCanada regularly communicates with youth who are naturally attracted to people of the same gender, who do not feel like they are the gender assigned to them at birth (transgender), or who do not feel either distinctly male or female (non-binary).

Although society in Canada is gradually become more understanding and accepting of those who are not born heterosexual, many individuals still have strong prejudices.

Kids can be particularly mean to those who are different than them, including 'outing' those who feel different but who aren't ready yet to make this public.

BullyingCanada has a lot of experience and success with helping these youth. We must stay diligent in helping them, because statistics published by StatsCan and research done by Egale Canada proves how severe a problem it is for LGBTQ2S+ youth to live openly and happily.

In 2022, StatsCan reported:

- **77% of all students who identified as LGBTQ2S+ experienced bullying in the last year**
- **LGBTQ2S+ bullied youth are more than 5 times more likely to consider suicide than heterosexual youth**

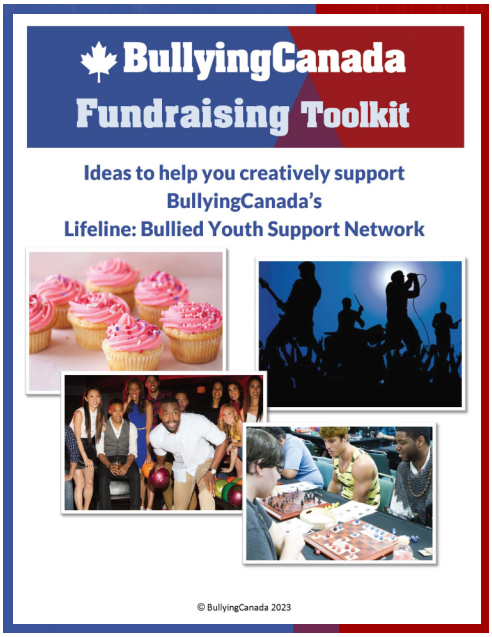
Egale's study entitled **Still in Every Class in Every School** (Peter,T., Campbell,C.P., and Taylor,C., 2021) interviewed 4,000 random students in grades 8-12 across Canada and found:

- **39% of all students identified as LGBTQ2S+**
- **64% reported hearing homophobic comments daily or weekly at school**
- **30% of LGBTQ2S+ respondents had been victims of cyberbullying, compared to 8% of heterosexual youth**
- **57% of transgender respondents had been targets of mean rumours or lies.**

Looking for a fun way to raise money for BullyingCanada?

We often get asked by kids, adults and teachers about how they can raise funds to help us.

Our new Fundraising Toolkit has all the info you need! It has dozens of ideas, plus advice on running an event, a budget template, a pledge form, poster, and other goodies that make it easier to run your own community event. Go to **BullyingCanada.ca/community-giving**, and scroll down to the link to download your own free copy.



Your donor dollars are giving kids a brighter future

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

- **In 2022, BullyingCanada answered more than 2.3 million terrified calls for help**. This number of contacts is 18.5 times higher than we handled in 2019.
- In 2022, 282 million people visited BullyingCanada.ca.
- **BullyingCanada.ca now offers extensive information for bullied youth, parents, teachers, sports coaches and school bus drivers.**
- **107 minutes**: Average time a Support Responder spends on the phone with a bullied youth.
- **67 minutes:** Average time a Support Responder spends on a texting support session.

Gay New Brunswick teen finally found peace with help from BullyingCanada

Noah* realized he was gay at quite a young age, and decided to live his truth. When he was 15, he realized how hard that could be.

Two boys in his class decided to make his life hell. Both in and out of school, they constantly made fun of him for being gay, and called him hateful names.

Noah, who was already struggling with mental health and self-esteem issues, took every mean word to heart.

"The words they say to me make me feel so worthless and unsafe," Noah admitted.

Then he decided he didn't want to live anymore. After a couple of suicide attempts, his parents arranged regular therapy sessions for Noah. They also approached his school to intervene, but the boys continued to taunt Noah.

Now at wit's end, his mom called BullyingCanada. Rob Benn-Frenette happened to take her call, when he saw all our other volunteers were helping others.

After hearing what happened from Noah's mom and Noah himself, Rob took immediate action.

He phoned the superintendent of the school board that represented Noah's school. He asked for help directing Noah's school principal and guidance counsellor to step in and discipline the bullies. On getting agreement, Rob told the school staff about how bad the situation was, and that he had confirmed with local police that they could charge the boys with using 'hate speech'.

The principal spoke to the bullies, pointing out they could be arrested for committing a hate crime.



In addition, the principal transferred one bully out of Noah's class, and advised Noah to sit at the front of the class, well away from the other bully. He also asked Noah to sit at the front of the school bus, which all three boys took everyday.

The guidance counsellor also set up sessions for Noah with a social worker and psychologist.

All these actions, spurred on by advice and information provided by BullyingCanada, led to Noah's bullies leaving him alone. Noah completed his last 2½ years of high school in peace.

Says Rob, "I'm glad I could use the power of BullyingCanada to quickly get help for Noah.

"This all happened 10 years ago, but I've checked in with Noah ever since. He's much more confident and happy now, and is looking forward to his marriage with his partner!"

**Noah is not the real name of this person. His name was changed to protect his privacy.*

We are so very grateful for your support of BullyingCanada, since you help us give happy endings to vulnerable youth, like Noah.

If you can make another special gift today, you can help us to keep up with the increasing flood of bullied kids, whom we'll stand by for as long as it takes until they're finally safe. *Thank you!*

Generous businesses step up to help bullied youth!

Eyeshot Media lets people know we're here to help

Since June of 2022, Eyeshot Media has donated over $600,000 in free advertising by playing short BullyingCanada videos in 700 gas stations and convenience stores across Canada.



Thanks, Eyeshot Media, for helping us improve the lives of badly bullied kids, every day!

Pharmasave Canada spreads kindness

On February 23, 2023 – Pink Shirt Day – Pharmasave Canada partnered with UNITEX Sales to create "Choose Kindness" T-shirts, and promote supporting bullied youth. Stores across Canada sold the T-Shirts (seen on Pharmasave staff in this photo) and donated 100 percent of the proceeds to BullyingCanada.

We are so grateful for your $10,000 caring donation, and spreading kindness from coast to coast to coast!





Free! Working or not! Charitable tax receipt!
www.BullyingCanada .ca/DAC

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. A compassionate gift made through your estate will 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 gift using insurance, gifts of registered savings or appreciated securities, please visit:
www.BullyingCanada.ca/Legacy-Giving

BullyingCanada
GIVING BULLIED YOUTH A BRIGHTER FUTURE

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