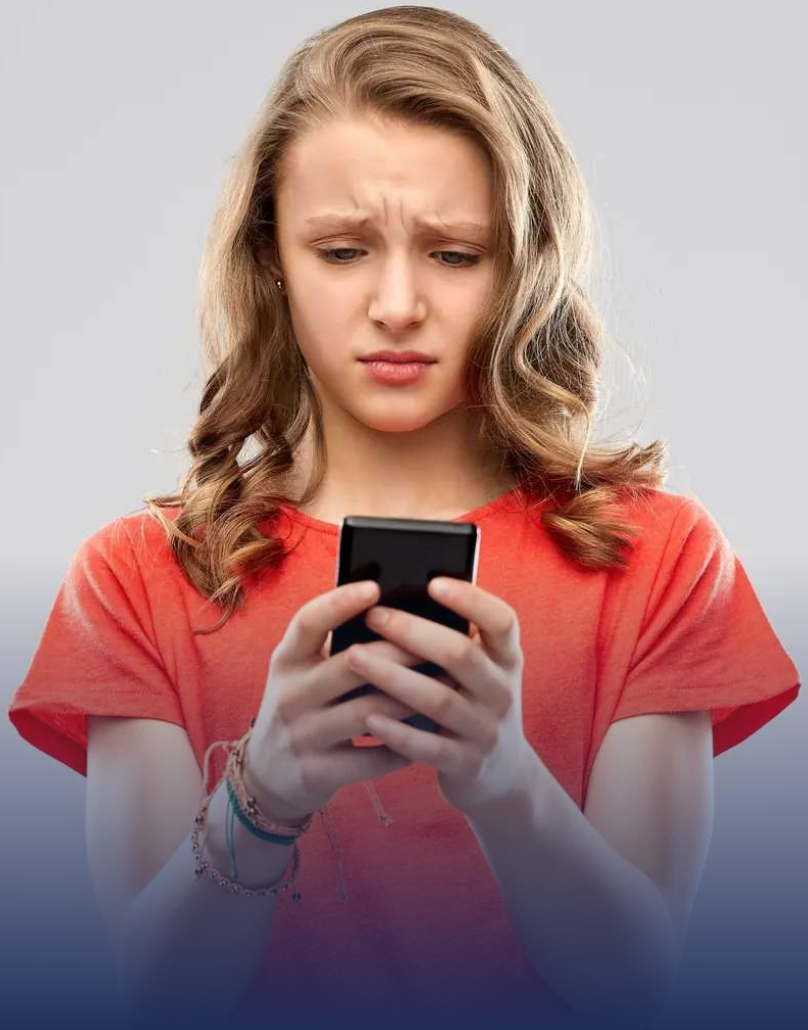


20 YEARS OF IMPACT · 2006 · 2026

CASE FOR SUPPORT · 2026–2027

We Invite You to Help Us Heal the Hurt of Bullied Youth and Return the Joy to Their Lives

BullyingCanada
GIVING BULLIED KIDS A BRIGHTER FUTURE

Charitable registration 82991 7897 RR 0001

OUR MISSION

Taking Bullied Youth from Desperation to Hope and Empowerment

BullyingCanada is the voice of Canada's bullied youth, and Canada's only wrap-around mental health service for them. We don't just give advice and hang up. We resolve bullying, by bringing together the bullied young person, the kids bullying them, parents, teachers, school boards, local social services, and police when it's needed.

Our Support Team Responders work one-on-one with each young person until the bullying has stopped and they are on the road to healing. That can take two weeks, or a year or more. Our services are free, thanks to the generosity of our donors.

CREATED BY BULLIED YOUTH

BullyingCanada was launched on 17 December 2006 by 17-year-old Rob Benn-Frenette of Bathurst, New Brunswick, and 14-year-old Katie Thompson (Neu) of Listowel, Ontario. Both were victims of extreme bullying. They looked for a charity or a social service that would actually step in and end the torment, and found none. So they built one, for kids in pain like them.

Trained in support, suicide prevention, mediation, and problem-solving, our Support Team Responders find the problem, solve it, and stop it from coming back. The goal is that every bullied young person feels safe again and gets the follow-up care they need to heal.



A Growing Demand for Help, and Hope

3,428,665
desperate calls for help answered in 2025

20%
more than in 2024

2.5 min
average wait before a young person reaches a volunteer

720 million
visits to BullyingCanada.ca in 2025

104
languages BullyingCanada.ca is offered in

20 years
standing by bullied youth, 2006–2026

WHY BULLYINGCANADA IS VITAL

Bullying in Canada Is Pervasive

- At least 1 in 3 adolescent students in Canada report being bullied recently.
- 47% of Canadian parents report having a child who has been bullied.
- Being bullied raises the risk of suicidal thoughts in young people.
- 60% of Canadian girls have experienced cyberbullying, including abusive language, deliberate embarrassment, body shaming, sexual harassment, and stalking.
- Kids with disabilities, or who live in poverty, are often targeted as easy marks.
- Students who identify as 2SLGBTQ+ face discrimination at three times the rate of their peers.

Statistics Canada and related Canadian research, as cited in BullyingCanada's 2021 Case for Support.

We Stay Until the Bullying Stops

No other charity in Canada goes this far. Our Lifeline: Bullied Youth Support Network answers by phone, text, chat, and email, 24 hours a day, 365 days a year.

1

A young person reaches out

By phone, text, chat, or email, any hour of any day. A trained volunteer answers, usually within minutes.

2

We listen, and we make a plan

Together we work out what is happening, who is involved, and what a safe outcome looks like.

3

We bring in the people who can end it

With the young person's consent, we talk to parents, teachers, principals, the kids doing the bullying and their families, and police when it's needed. We make sure the school has a bullying policy and knows how to enforce it.

4

We stay until it's over

We follow up for as long as it takes, and our volunteer professional counsellors help kids heal from the trauma.

Also in schools and communities

Presentations about bullying for students, staff, workplaces, and community groups, live and virtual; help for schools to put a bullying policy in place and enforce it; and Lifeline wallet cards for students and families.

Erika's Emotional Wounds Are Healing, Thanks to BullyingCanada



In January of 2020, when my high school was still open, my life was hell. Two bullies wouldn't leave me alone, tripping or shoving me almost every day. They told me I was stupid, worthless and unlovable, and I eventually believed them. They pushed me down a flight of stairs and I sprained my wrist.

When my school closed because of COVID-19, I was thrilled. I thought my bullying would end! But it didn't. They texted insults to me, posted embarrassing comments on my Instagram and Facebook for all my friends to see, and emailed death threats to me. I felt sick all the time and couldn't sleep.

In July, I Googled "bullying help" and BullyingCanada popped up. I texted them and a support responder named Sue let me pour my heart out to her. Then she actually called the bullies' parents and talked to both bullies! She helped them understand how hurtful they were being, and coached their parents on how to talk to their kids.

I was shocked when both kids called to apologize to me. Now that school is open again, they are not being mean to me! Sue found a local counsellor for me and those chats helped me a lot. I'm sleeping and eating well now. I know I'm a good person, and what HAPPY feels like again. You gave me my life back!

XOXO, Erika

Photo is illustrative. Name changed to protect privacy.

Two Bullied Kids Who Built What They Couldn't Find



Rob Benn-Frenette, O.N.B.

EXECUTIVE DIRECTOR & CO-FOUNDER

Rob was 17 in 2006 when he and Katie launched BullyingCanada. Born with cerebral palsy, his walk made him the target of relentless torment throughout school: kicked, tripped, shoved, spit on, burned with a cigarette lighter, and thrown in front of a moving bus. He reached out for help and found no comfort in anonymous, one-time phone counselling.

Instead of being crushed, he made sure no other child would go through what he did. In 2011, at 21, he was made a Member of the Order of New Brunswick. Today he answers calls for help, recruits and trains volunteers, gives school presentations, and runs the organization day to day.

KT

Katie Thompson (Neu)

CO-FOUNDER

Katie was 14 when she and Rob met. She received death threats every day, was taunted and physically harmed, and finding no safe haven, walked out of high school for good after grade 9. She went on to finish her Ontario Secondary School Certificate online and graduate from St. Lawrence College with a Criminal Psychology and Behaviour Certificate with Distinction.

She is ASIST (Applied Suicide Intervention Skills Training) certified, as are Rob and every BullyingCanada Support Team volunteer. Katie answers emails and live chats from bullied kids, gives school presentations, and was named Woman of the Year by the North Perth Chamber of Commerce.

Where the Money Goes

FISCAL YEAR ENDED 31 MARCH 2026

Revenue

Donations	$452,231
CRA public service body rebates	$69,987
Total revenue	**$522,218**

BullyingCanada keeps costs low by relying on a large network of highly trained volunteers, and on products and services donated or discounted as gifts in kind. Statements are prepared under Canadian accounting standards for not-for-profit organizations and approved by the Board of Directors.

Expenses

Wages, payroll deductions, and benefits	$206,877
Telecommunications (the 24/7 Lifeline)	$192,875
Program supplies and printing	$47,520
Cause marketing	$15,228
Insurance	$13,653
Postage and shipping	$10,527
Training and volunteer onboarding	$5,521
Information technology	$5,132
All other	$8,701
Total expenses	**$506,035**

Board of Directors

Marcia Rock
Co-President · Retired, Canadian Armed Forces

Mark Rock
Vice-President · Retired, New Brunswick Community College instructor

Josh MacKenzie
National Board Member · Horizon Health; Canadian Armed Forces

Sherry Frenette
Co-President · Proprietor, Sherry Frenette Photography

Shauna Burns
National Board Member · Correctional Service Canada

Will you help bullied kids like Erika go from desperation to hope, empowerment, and a successful life? BullyingCanada welcomes and sincerely appreciates gifts of every size.

Contact



Rob Benn-Frenette, O.N.B.
Executive Director & Co-Founder
Rob.Benn-Frenette@BullyingCanada.ca
(877) 352-4497, ext. 203

Give online

www.BullyingCanada.ca/donate

Mailing address

BullyingCanada Inc.
471 Smythe Street, P.O. Box 27009
Fredericton, New Brunswick E3B 9M1

Charitable registration number

82991 7897 RR 0001

