

**FUTURES  
CAMPAIGN**

Helping more kids  
in more ways

## Kids Help Phone

### Business Issue

KidsHelp Phone is Canada's only bi-lingual, professional counselling service available to kids anywhere, anytime throughout the country. In 2002, they expanded their counselling service to include web counselling. The number of kids posting questions online grew exponentially and the demand outpaced Kids Help Phone's ability to pay for the resources needed to support it.

### Communications and Brand Response

In the traditional innovative style of ST we planned out a "transformational" campaign, based on a capital campaign model. For 24 months, we provided campaign direction in fundraising and communications, consulted over 50 stakeholders and potential stakeholders, defined the internal and external audiences and developed a complex case statement that was based on the idea - "What's it like being a kid in Canada today?" We applied the campaign identity to all collateral materials, developed volunteer kits, and took a leadership role in recruiting the campaign cabinet. The campaign was then ready to pass over to the internal staff that we recruited, hired and trained. All communications were provided in unilingual English and French.



### Result

The Futures Campaign held its public launch in November, 2007 and is active in six markets across the country.