



2018
ANNUAL
REPORT

DRUG
FREE
KIDS
CANADA.ORG



Drug Free Kids Canada Where families come for help



700 – THAT'S THE NUMBER OF TEENS THAT DFK'S PREVENTION EFFORTS HAVE KEPT FROM ABUSING DRUGS LAST YEAR

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MESSAGE FROM OUR CHAIR

As the Board Chair of Drug Free Kids Canada, it has been my pleasure to work with the dedicated Board of Directors over the last two years to steward the exceptional growth of the organization. Together with our incredible team of employees, we are driven to make Drug Free Kids Canada the leading organization dedicated to helping parents and families protect children from substance use. We are committed to investing in Canada's greatest natural resource – its youth!

Since its founding, Drug Free Kids Canada has been committed to create dynamic media awareness campaigns to captivate parents, youth and community stakeholders. We have a growing national profile, and a reputation for delivering quality resources at an individual, corporate, and government level. Our mission is to increase awareness of the youth drug addiction crisis and inspire and direct the national conversation.

Canadian families need support to deal with drug use in youth. We know that 90% of all addiction begins in adolescence, and that youth aged 15-24 have the highest self-reported use of illicit substances compared to other Canadians in the past year.¹ Our resources help prevent families from falling victim to the perils of drug addiction.

Early in 2019, Drug Free Kids Canada will have delivered its 13th National Advocacy Campaign designed to help parents and trusted individuals gain the skills needed to navigate difficult conversations about drugs. We believe that by creating a safe space for parents and trusted adults to develop their skills and gain confidence, they will have greater success when put to the test.

We understand that talking about drug use with youth is hard, so we have been developing specific resources to help in every situation. Our Cannabis Talk Kit developed in partnership with Health Canada is but one example. We are continually creating new and innovative resources to reach more people.

In the coming year, we anticipate launching several new initiatives that will further help parents get the tools they need to engage in meaningful conversations about drugs with their kids.

Our resources are needed now more than ever. In October 2018, Canada experienced a tectonic shift in political policy with the legalization of cannabis. This is uncharted territory, and Drug Free Kids Canada has taken a leading role, advocating for controls, limits, and guidelines to regulate the use, distribution, and marketing of cannabis. This change in legislation has made Drug Free Kids Canada more relevant than ever. We are committed to raising the profile of this issue in the press and on Parliament Hill.

I am honoured to have been a part of the growth of DFKC, and I look forward to continuing our work. The success of Drug Free Kids Canada would not be possible without the tireless efforts of Marc Paris, our founding Executive Director. His dedication, commitment and passion have led us to new heights. I know that our growing team will succeed in amplifying our voice today, and into the future.

Paul Allison



MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear friends,

The legalization of cannabis became a reality this past October, increasing Canadian parents' concern over the impact it will have on future generations of children.

Drug Free Kids Canada has been on the forefront of the drug prevention scene by encouraging parents to talk to their kids about drugs, and in particular cannabis, through our national public awareness campaigns, our comprehensive website and our very successful **Cannabis Talk Kit**. By end of the year, close to 400,000 copies were downloaded or distributed free of charge to parents, guardians, teachers, health care professionals from across the country, and the demand is continuing to rise.

We at DFK believe it's important for parents to know that engaging with their kids about drugs can really make a difference. Parents are the most influential people in their children's lives. According to our survey, kids say that one of the main reasons to stay away from drugs is to not disappoint their parents.

With that in mind, our focus this year has been on improving the tools we provide parents to better learn about drugs that kids are exposed to, or will experiment with or misuse. We created the very comprehensive **Drug Guide for Parents** for download, as well as a series of four informational packages, delivered to subscriber inboxes, entitled the **Back-to-School Kit**, designed to help parents drug-proof their kids.

The massive amount of information that exists on the **DFK website** was reorganized into prevention, intervention and treatment/recovery categories to improve navigation for our users. We created the "**Fast Finder**" a quick way to get onsite resources to answer specific questions parents might have about their own kids. Parents answer 5 simple questions and immediately receive a list of resources to help them, depending on their issue.

The Secure Your Meds campaign continued in August this year, encouraging parents to secure their meds and return all leftovers. This year, the campaign highlighted an important new initiative – The first **National Drug Drop-off Month**. It was launched with major media coverage. Many thanks to our various partners; including the Health Products Stewardship Association, along with their members, which include major drugstore chains and independent pharmacies.

Another issue of concern has been the opioid crisis in Canada, which continues to inflict terrible damage to families and our society as a whole. The deaths due to overdoses from opioids and fentanyl continue to rise, and DFK has been working on a guide on opioids and fentanyl for parents scheduled to be available in 2019.

Finally, on a personal note, I informed the Board of Directors in December 2017 of my intention to step down as the founding Executive Director as of June 2019. After almost ten years at the helm of this incredible organization I felt it was time for new leadership that would take the organization to a new level.

Since we began our activities in 2010, Drug Free Kids Canada has become the pre-eminent national organization focused on teen drug education and prevention. I am proud of our accomplishments and am extremely confident that my successor will continue to fulfill our mission to be *The Place Where Families Come for Help*.

A special thanks to our innumerable partners and members of our Advisory Council who continue to provide DFK with in-kind services, our very talented and dedicated staff as well as an engaged volunteer Board of Directors, who continue to provide guidance and support.

Marc Paris

2018 PROJECTS

The Cannabis Talk Kit



The Cannabis Talk Kit went through several important revisions to account for the new landscape of legalized recreational and medical cannabis. This second edition of the Talk Kit continues to serve as a valuable resource for parents, guardians, teachers, and health care professionals.

Drug Guide for Parents

Drug Guide for Parents is a comprehensive source of information for parents, teachers, and health care providers about the substances kids might be exposed to today. The Drug Guide includes descriptions, street names, the health risks, and what teens might have heard about them.



Back-to-School Kit for Parents



DFK's Back to School Campaign, a new initiative directed towards parents of school-aged children, delivered pertinent information about youth and drugs to subscribers directly to their inboxes over four-week period.

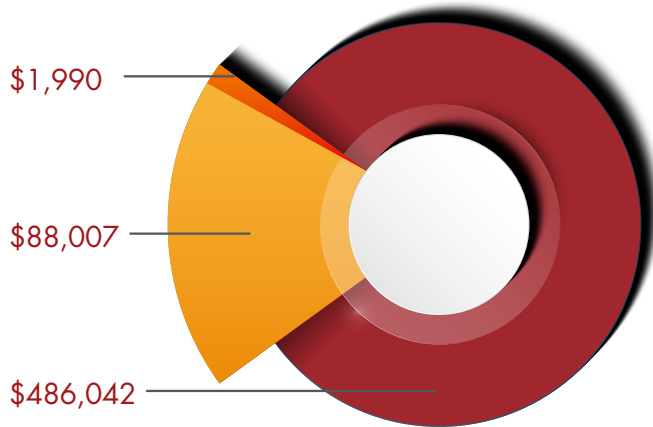
Medicine Take Back Campaign

Our National Medicine Take-back campaign continues to enjoy unprecedented success. This year, the campaign introduced the National Medicine take-back MONTH in partnership with several pharmacy chains, and focused on how parents can secure their medications, encouraging them to return old and unused prescriptions back to the pharmacy.



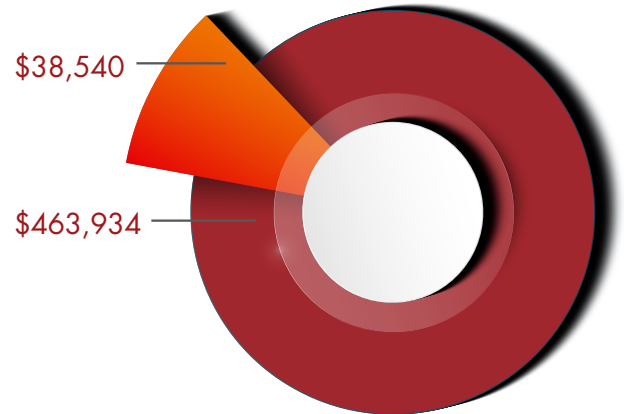
FINANCIALS

Revenue* \$576,039



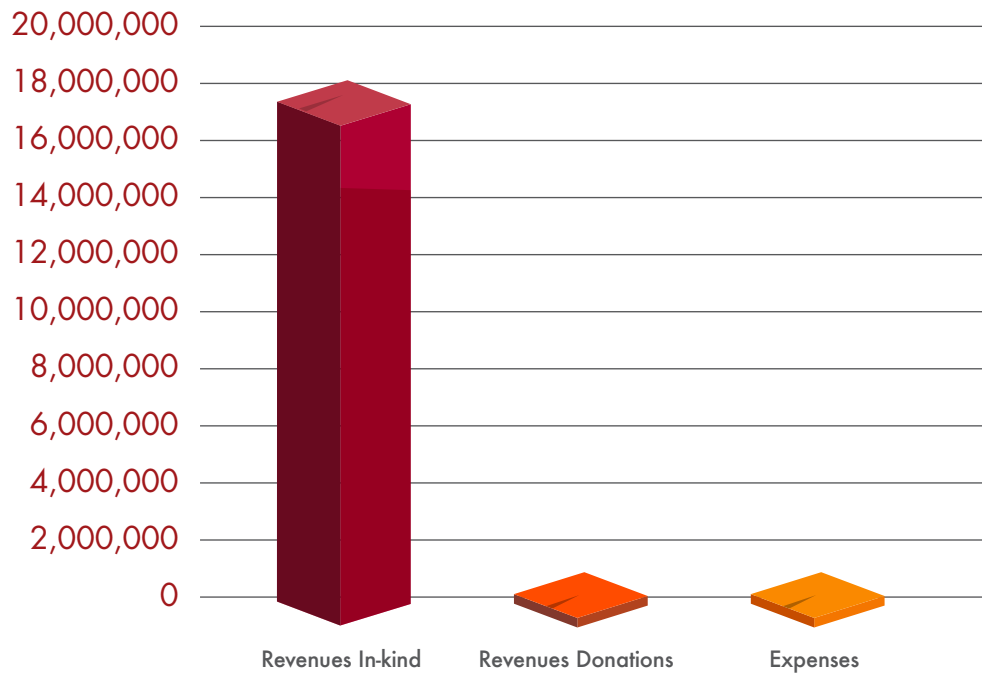
Private Donations Interest Corporate Donations

Expenses \$502,474



Administration Programs & Production

2018



Our financials are audited by the independent accounting firm Fruitman Kates which conducts an annual review of our financial statements in accordance with auditing standards generally accepted in Canada.

***IMPORTANT NOTE:** In 2018, we received over \$18,000,000 in donated media time and in-kind services.

When factoring in these donations, our total expenses represent 2.8 percent of our total donations.

KEY CORPORATE DONORS

We would like to thank the following companies for their financial support without which we could not accomplish our mission.

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ADVISORY COUNCIL

The Drug Free Kids Advisory Council is comprised of a group of thirty-one subject matter experts closely involved in the fields of youth substance abuse, addiction, research and drug prevention.

DFK Canada is honored to have access to their combined expertise to ensure that our website content, our educational tools, products for parents and our communications are up to date with the latest evidence-based information available.

BOARD OF DIRECTORS

Our Board of Directors is comprised of prominent Canadians who oversee the activities of Drug Free Kids Canada and guide the staff to achieve the DFK mission.

PATRON – Her Excellency the Right Honorable Julie Payette CC, CMM, COM, CD – Governor General of Canada

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OUR TEAM

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