

ANNUAL

# IMPACT REPORT

2023

DRUG  
FREE  
KIDS  
CANADA.ORG





WHERE  
FAMILIES  
COME FOR

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# help

WE FACILITATE INFORMED,  
NON-JUDGEMENTAL  
DIALOGUE ABOUT YOUTH  
SUBSTANCE USE.

**OUR VISION IS TO ENSURE THAT ALL YOUNG PEOPLE LIVE THEIR LIVES FREE OF PROBLEMATIC SUBSTANCE USE AND ADDICTION.**



**DRUG FREE KIDS CANADA (DFKC) HAS PROJECTS THAT CONNECT DIRECTLY WITH PARENTS, CAREGIVERS AND TRUSTED ADULTS, WHENEVER THEY NEED IT.**

**Illicit drug overdoses are now the leading cause of death among youth aged 10 to 18 years in Western Canada.**

**Non-medical use of sedatives among youth in grades 7-12 has quadrupled.**

**It's estimated that approximately 1.2 million young people are affected by a mental health disorder.**

**90% of people living with addiction began using substances in adolescence.**

**Canadian youth aged 16 to 24 years are the group most likely to report mental health and substance use concerns.**

**# 1**

Cause of death

**4X**

Increase

**20%**

Children and Youth

**90%**

**16-24**

Years old





## Empowering Families, Transforming Futures

**Our goal is to empower, educate, and engage Parents\* by providing the knowledge and tools to confidently navigate conversations with youth about substance use.**

Through a multifaceted approach that includes our website, our parent helpline, our community-based prevention trainings for families and professionals working with youth, as well as our public awareness campaigns, we strive to make a tangible difference in the lives of families across the country.



\* At DFKC, we capitalize the word Parents, to encompass parents, primary caregivers, and anyone who plays a similar role in the life of a young person (e.g. grandparents, guardians, educators, etc.)

# EMPOWER

Our guiding principle, “Talk with your Kids” underscores the importance of open dialogue within families to the mental wellbeing of youth. By fostering meaningful conversations, we empower parents to play a pivotal role in their children's mental wellness.



## THE PARENT SUPPORT HUB

A free online chat service and phone line that provides immediate access to counselling services for families who are concerned about a child's confirmed or suspected substance use.

With this offering, DFKC is helping bridge the gap in timely and available services for families.

## OUTCOMES

**104** parents engaged in helpful chats

**45** parents received free counselling support.



# EDUCATE

We provide the latest evidence-based information on youth substance use and equip families with the knowledge to address the challenges of early substance use head-on.



## [DRUGFREEKIDSCANADA.ORG](https://drugfreekids.org)

Our comprehensive site offers parents easy access to information about drugs, as well as tools and strategies to help parents start and continue meaningful conversations with their children about these issues.

**In 2023, our website received 486,000 views.**

## COMMUNITY-BASED TRAININGS

DFKC connects with local community organizations, school boards and community health units and collaborates with them to deliver youth drug prevention workshops to parents and youth educators in communities across the country.



**“I really liked how they explained the hesitations that people face while talking about drugs with their kids and described the ways to overcome that.”**

**DFKC Webinar attendee**

**“Amazing presentation, thank you so much for being here to share your important information!”**

**DFKC Workshop attendee**

## OUTCOMES

**657** Parents, health care practitioners, teachers, social workers and public health students participated in our virtual and in-person substance use prevention trainings last year.

# ENGAGE

Recognizing a pressing need, especially since the pandemic, we are dedicated to addressing the convergence of substance use and mental health challenges facing today's youth, by raising awareness and engaging Canadians in this important conversation.



HE DIDN'T ANSWER WHEN HE  
LEFT TO SEE HIS FRIENDS. BUT  
HE HEARD YOUR "I LOVE YOU."

#KEEPTALKING



Through strategic partnerships with advertising agencies and media outlets, we engage the public and amplify our message via our award-winning public awareness campaigns.

**DFKC reached thousands of families in 2023**, thanks to the remarkable generosity and support of over **60 media partners** from across the country, ranging from national to local and community outlets, who provided us with over **\$29 million in media support**.

In Kind Support  
**\$ 29 Million**

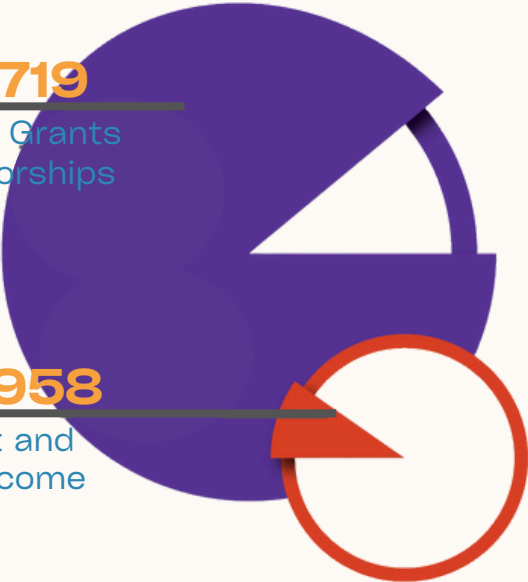
**60**  
Media partners  
from across the  
country

# FINANCES

REVENUES **\$507,677**

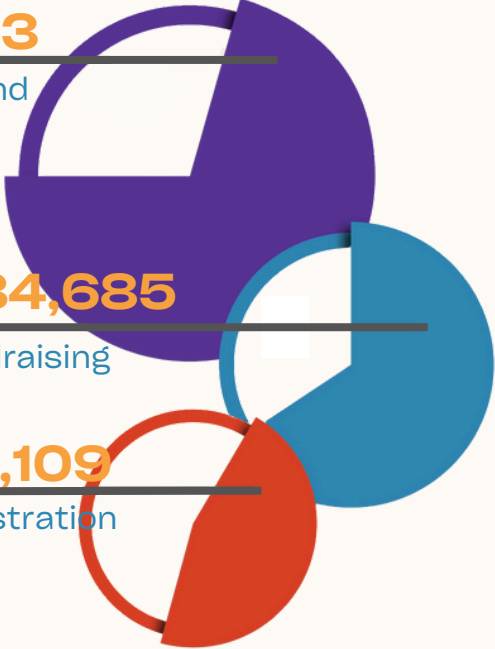
EXPENSES **\$708,457**

**\$483,719**  
Donations, Grants  
and Sponsorships



**\$23,958**  
Interest and  
Other Income

**\$505,663**  
Campaigns and  
Programs



**\$134,685**  
Fundraising

**\$68,109**  
Administration

# OUR KEY CORPORATE DONORS

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



ODLUM BROWN  
Investing for Generations®



POWER CORPORATION  
OF CANADA



RAYMOND JAMES®

Scotiabank®



The mission of DFKC is to empower parents and educators in equipping children with the knowledge to make informed decisions when faced with drugs. With the generous support of our corporate donors, our initiatives have significantly expanded and made a tangible impact, particularly in underserved rural and remote communities.

We extend our heartfelt gratitude to all our donors, whose contributions serve as the cornerstone for our continued efforts to foster open dialogues about drugs, ultimately aiming to minimize harm.

It has become evident that curtailing the availability of drugs poses a substantial challenge. However, engaging in conversations with our children requires minimal resources yet yields significant positive outcomes. Merci!

## **Tom Kennedy, Board Chair**

**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.**

BOARD CHAIR - Tom Kennedy

Paul Allison - Director

Luc Béliveau - Director

Nicolas Caprio - Director

Lucie Dutil - Director/ Governance committee

Tracy Ewing - Director/Chair, Governance committee

Dave Friesema - Director/Finance committee

Debra Doucette - Director

Raymonde Lavoie - Director/Chair, Marketing committee

Christophe Lecomte - Treasurer

Rich Padulo - Director/Marketing committee

Giuseppe Papia - Director

Janine Davies - Special Advisor to the Board

Danielle Perron - Advisor to the Marketing Committee

Guillaume Girard - Advisor to the Marketing Committee



## **Governors**

France Chrétien Desmarais

Clint Forster

James McCoubrey

Eloise E. Opheim

Richard Pound Q.C.

# Dear Friends,

As we reflect on 2023, it fills me with immense pride to present to you our Annual Report, encapsulating the journey and milestones of DFKC. This year has been one of challenges, triumphs, and above all, unwavering dedication from our team and supporters.

Together, we navigated through an increasingly toxic drug supply paired with limited available funding for prevention and education. I am proud to say that despite these obstacles, we have achieved remarkable progress in providing relevant tools for families to engage in meaningful conversations with their kids.

None of this would have been possible without the steadfast support of our donors. Your unwavering commitment and generosity have been the driving force behind our success, and we are profoundly grateful for your partnership.

Looking ahead, we are filled with optimism and determination. As we embark on expanding our reach through our virtual and in-person webinars and workshops, we remain committed to ensure that all young people live their lives free of problematic use and addiction. Our focus on providing evidence-based information will continue to guide us as we strive to make a meaningful impact in the lives of youth and their families.

I would like to express my heartfelt gratitude to the entire DFK team, including our staff, our Board of Directors, and the members of our Advisory Council for their dedication, passion, and hard work. Your tireless efforts have been instrumental in propelling our organization forward.

Thank you for your continued support and belief in our mission.

Warm regards,

**Chantal Vallerand**  
**Executive Director**

