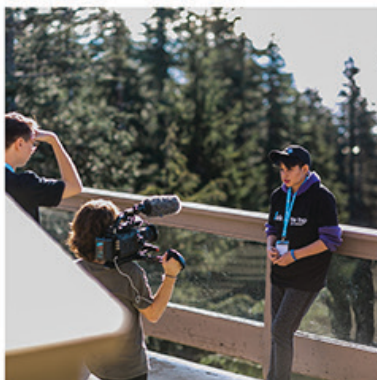


20 We're just
getting started.

19

Annual Report.



jack.org

A Letter from Eric Windeler

1

“GROWTH IS NOT ENOUGH.”

Each and every year, we've been lucky enough to report on the significant expansion of Jack.org's programs across Canada, and this year is no exception. Each of our programs grew by more than 30%, and we launched our most ambitious project yet—**Be There**—which has already seen over 100,000 unique visitors and stands alone as the most comprehensive and engaging resource to learn how to support anyone in your life who is struggling with their mental health. This year, our programs reached over 170,000 young people on the ground, and our message reached over 30 million people online and in the media.

But at Jack.org, growth means more than just increasing numbers. It means making an important impact. It means educating a generation, and changing knowledge, attitudes, and behaviours. It also means always searching for ways to innovate and hold ourselves accountable to rigorous standards in order to create unprecedented change.

Over the past 12 months, we've taken huge leaps forward. We've increased help-seeking in communities across Canada, provided young people and their peers with effective resources, and increased the capacity for youth leadership in every province and territory. Through Be There, we kept our promise to provide an innovative solution to a complex problem. Thanks to the support of our community, people have engaged with Be There's educational messages over half a million times, helping build a country where we can all better support one another. This past year, we held our first ever Northern Jack Summit in Yellowknife—the largest youth-led gathering on mental health to ever hit the territories. We are operating now in French and English, and we hosted our first fully francophone Jack Summit in Montreal. We delivered 446 Jack Talks and tailored the content for audiences with special needs. And we piloted the Campus Assessment Tool



A Letter from Eric Windeler

with ten campuses and over 900 students across the country. This next-level framework, co-created with youth, allows students and administrators to work together to improve mental health services at post-secondary institutions.

This coming year, we'll be developing our next five year plan—something that we're only able to do because we hit our last strategic plan metrics a year early! We've published our [Youth Voice Report](#), containing qualitative and quantitative insights on mental health from young people across Canada. We'll be testing Be There to determine when and where people are most likely to use it. We'll shift our programs model to a regional approach, allowing us to nurture deeper relationships in those areas. We'll be using sophisticated digital data to identify higher-need regions of Canada, tailoring content and programming that works for them—all while certifying 160 Talks speakers to give 550 Jack Talks, coaching and guiding 285 Jack Chapters, planning and hosting our National Jack Summit, five Regional Jack Summits, and supporting 33 Local Jack Summits.

This will take growth of the staff team and our network of young leaders. It will take bold choices, great governance, effective strategy, excellent execution, and a lot of hard work. With your support we're ready for it. Our 2,800 brilliant and passionate young leaders are backed by 12,000 individual donors, hundreds of volunteers and allies, plus dozens of foundation and corporate supporters. We're makers and builders and doers.

Jack.org is not your average charity. And we're proud of it.

With all my love,



Eric Windeler,
Founder & Executive Director, Jack.org

[Audited Financial Statements](#)



Top Stories / Campus Assessment Tool

3

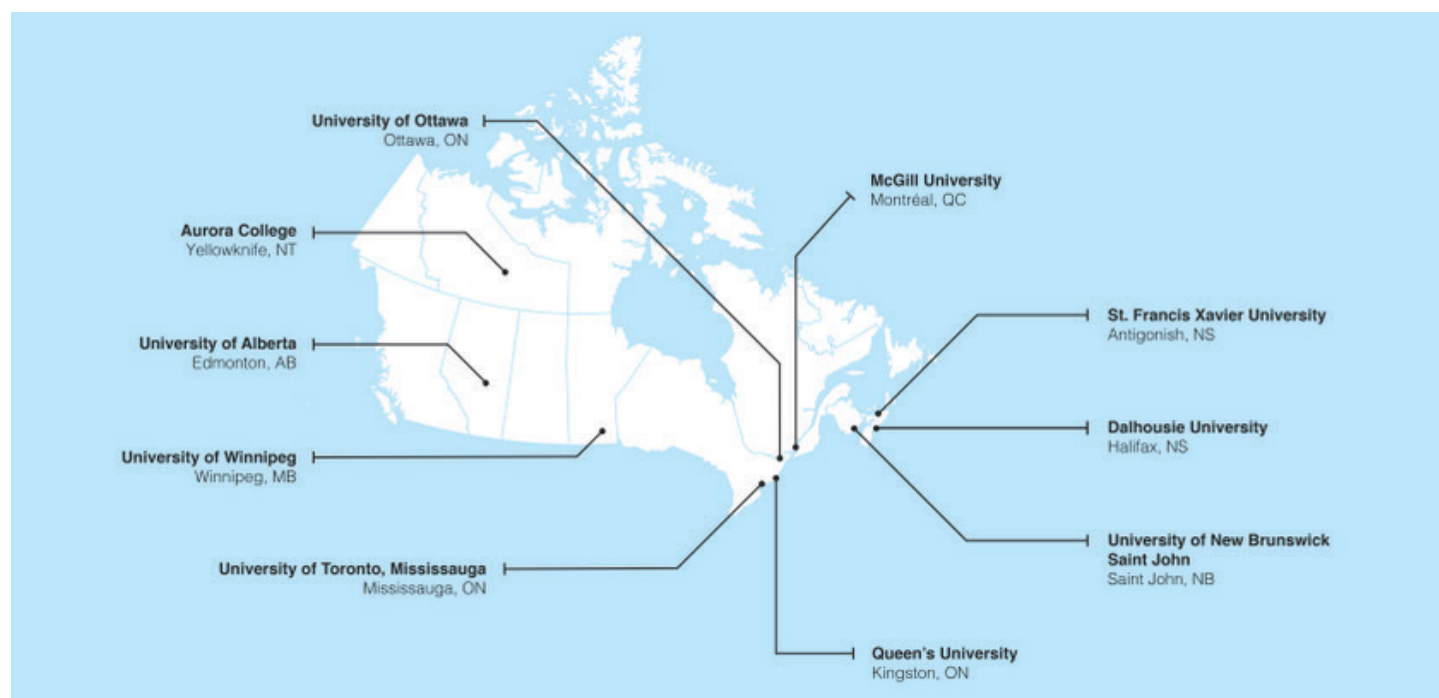
CAMPUS ASSESSMENT TOOL PILOT

The Campus Assessment Tool helps illuminate the current state of mental health promotion on post-secondary campuses. It's a framework that empowers students to effectively assess what services exist to support mental health, gauges young people's satisfaction with these services, and seeks to understand how policy and educational initiatives either promote or inhibit positive mental health. It brings youth advocates, students, university staff, and adult stakeholders to the table to discover successes and gaps in mental health promotion and to facilitate collaboration for innovative solutions.

“KNOWLEDGE REALLY IS POWER. WORKING ON THE CAT HELPED ME FEEL BETTER INFORMED AND MORE PREPARED TO HAVE CONVERSATIONS WITH ADMINISTRATORS AND PEOPLE IN POSITIONS TO MAKE REAL CHANGE.”

– Melanie Asselin, leader of the Campus Assessment Tool pilot at University of Toronto Mississauga

A Snapshot



Top Stories / Campus Assessment Tool

The Campus Assessment Tool Looks at:

1. Diverse service availability

Jack.org staff support students as they research existing services and policies for a wide range of mental health needs.

2. Quality and satisfaction

Students then assess the quality of available services and satisfaction among those who use them.

3. Barriers and accessibility

Students identify what barriers may exist to people accessing services. Do students know they exist? Are wait times a barrier? Is stigma too overwhelming?

4. Health promoting environment

Students analyze the general campus culture and the overall systems (around financial aid, housing and other services) related to student wellness.



What Students are Saying

81%

"ACADEMIC STRESS IS A MAJOR CAUSE OF MENTAL HEALTH STRUGGLE."

54%

"SOCIAL MEDIA IS A MAJOR CAUSE OF MENTAL HEALTH STRUGGLE."

74%

"I DON'T KNOW WHEN OR WHERE TO GET HELP."

70%

"PEOPLE WILL THINK DIFFERENTLY OF ME IF THEY KNOW I'M SEEKING HELP."

Top Stories / Be There

5

BE THERE IS SOMETHING SPECIAL.

Within days of launching Be There, thousands of people had visited the site. It continues to be celebrated by health care professionals, athletes, educators, and media influencers. Our launch was boosted by support from the Mirvish production of Dear Evan Hansen, Kids Help Phone, Bell Let's Talk, the Ontario Psychiatric Association, and so many more remarkable groups and organizations. Word has spread across our network almost too fast to track. Be There features prominently in our Jack Talk, is fully bilingual, and will continue to be a core part of what we do. With 100,000 unique users and counting, Be There is filling a huge gap in mental health education.

[Visit BeThere.org](https://BeThere.org)

THIS IS WHO WE ARE

Be There is a direct result of listening to young people, assessing the need, and responding through innovation. This approach is in our DNA, and we'll continue to work this way to stay ahead of the curve and deliver programs and resources that matter.



Be There Basics

Get a little taste.
(0:57)

Top Stories / Be There

6

120,000+

UNIQUE VISITORS
SINCE LAUNCH

500,000+

ENGAGEMENTS ON
BE THERE CONTENT

30.2 MILLION

IMPRESSIONS
THROUGH PRESS
AND MEDIA

95%

OF USERS WOULD
RECOMMEND BE
THERE TO A FRIEND

"There is a longstanding knowledge to practice gap when it comes to best practices in mental health. What is most incredible about the Be There resource is that it distills evidence-informed strategies to foster compassion and reduce stigma into an easily understood and universally accessible framework. The platform was co-created by youth, for youth, with advice from experts in the field. Approaches like Be There democratize access to knowledge and deliver education directly to youth."

– **Dr Javeed Sukhera, President of the Ontario Psychiatric Association**

"Jack.org comprend que la communauté francophone se distingue du reste du Canada. L'organisation m'a donné la chance, parmi d'autres jeunes leaders du Québec, de contribuer de près au contenu langagier et créatif de la plateforme Être là. Tous les changements et suggestions que nous avons apportés ont été accueillis et implémentés. Jack.org n'a pas hésité à dédier plus de temps et de ressources pour produire une plateforme de qualité, 100% en français, ce qui témoigne de leur dévouement à mettre de l'avant la perspective des jeunes et d'assurer que les ressources leur rejoignent. Je n'ai jamais vu une organisation qui travaille d'aussi près et qui est aussi à l'écoute des jeunes. Être là est ultimement une extension de ma communauté et de moi-même. C'est une ressource de santé mentale qui comble un énorme besoin auprès des jeunes et qui offre enfin des outils concrets que les jeunes peuvent utiliser pour se soutenir les uns les autres."

– **Julie Zaky, Université de Montréal student & Jack Talks Speaker**

Top Stories / Advocacy and Systems-Change

7

THE COURAGE TO SPEAK

Great advocates have the knowledge to warrant an opinion, the courage to share it, and the patience required to see it through. Jack.org's young leaders have all three in spades. This year, they went above and beyond to connect with adult decision-makers and have their voices heard. Pictured: The Federal Minister of Health meets with all 12 Jack.org Network Representatives at Jack Summit 2019 to discuss the future of youth mental health.



15 OPINION PIECES
PUBLISHED

32 MILLION
PEOPLE REACHED
THROUGH PRESS

32,000 FOLLOWERS
ONLINE

35 MILLION PEOPLE
REACHED ONLINE

Top Stories / Advocacy and Systems-Change

8



“IF OUR BRAINS ARE COMPUTERS, SCHOOLS ARE THE WAREHOUSES IN WHICH THEY’RE PROGRAMMED.”

When Ontario announced potential drastic cuts to education, Melanie Asselin knew this could impact the mental health of young people across the province. She interviewed educators, students, and guidance counsellors and published her insights.

[Read the full story](#)

“DUE TO A LACK OF QUEER-POSITIVE AND INCLUSIVE EDUCATION IN MY COMMUNITY, I GREW UP FEARFUL OF BEING GAY.”

Bryan Young was published in the Winnipeg Free Press for speaking up about the implications of sex-ed curriculums on mental health, especially as it pertains to our LGBTQ2S+ youth.

[Read the full article](#)



“IT’S **NOT ABOUT THE FOOD.”**

For Eating Disorder Awareness Week, Julia Caddy opened up about her story and helped dispel myths, share facts, and educate readers about eating disorders.

[Read the full story](#)



Top Stories / Advocacy and Systems-Change

9

“WE CAN’T LET GO OF OUR FRUSTRATION, NOR CAN WE AFFORD TO DROWN IN IT.”

After a string of suicides at the University of Toronto, Dan Derkach spoke up about the potential benefit of collaborations between students and administrators in helping to prevent further tragedy and improve the mental health of students on campus.

[Read the full story](#)



“I NEVER THOUGHT SOMEONE FROM MY COMMUNITY WOULD EVER HAVE THE OPPORTUNITY TO TALK CHANGE WITH THE FEDERAL MINISTER OF HEALTH.”

At Jack Summit 2019, Alex San Diego and her fellow Network Representatives sat down with the Federal Minister of Health to talk about youth mental health and what can be done to turn the tide.

[Read the full story](#)



Top Stories / Jack Summits Expansion

10

YOUNG LEADERS IN THE NORTH ARE GETTING TO WORK.

Suicide rates in the North are dramatically higher compared to the rest of Canada. The region is overtaxed and under-served. Traditional resources are sometimes inaccessible or ineffective. Jack.org doesn't have the solution, but we are committed to working closely with young leaders in Northern communities to make as much of an impact as possible.

This year, we held the first-ever Northern Jack Summit, the largest youth-led conference on mental health to ever hit the territories. We flew 50 young leaders from all three territories to Yellowknife to build the movement in the North. It was a small but powerful step, and we look forward to the next leap.

[Watch the 2018 Wrap Video](#)

Meet Shania

There's a crisis in the north and we need to pay attention.
(1:43)



Top Stories / Jack Summits Expansion

11

Other Regional Summits

TALK AT THE TOP, BRITISH COLUMBIA

70 young mental health advocates from the Sea to Sky Corridor.

NORTHERN JACK SUMMIT, YELLOWKNIFE

50 young mental health advocates from all three Territories.

MTL AU SOMMET, MONTREAL

50 francophone youth at our first-ever fully francophone Jack Summit.

BREAKING BARRIERS, WINNIPEG

One of the original youth-led Regional Summits grows to a flagship Jack Summit with 150 young leaders.

Delegate Feedback

92%

"I FEEL PREPARED
TO ADVOCATE IN MY
COMMUNITY."

75%

"I AM MORE
CONNECTED
TO MY FELLOW
ADVOCATES."

88%

"I AM MORE IN
TOUCH WITH
MENTAL HEALTH IN
MY REGION."

70%

"I FEEL CONNECTED
TO A NATIONAL
NETWORK."

Top Stories / Jack Ride 10

12

JACK RIDE 10: CANADA'S RIDE FOR YOUTH MENTAL HEALTH

For our tenth anniversary, we issued a challenge to our community: 1,000 riders raising \$1 million. They left our challenge in their dust, raising more than \$1.3 million and riding through the pouring rain all day (Jack Ride's first ever rainy day). It was an experience that we won't ever forget.

IF THAT WASN'T ENOUGH: Brainfreeze expanded to Montreal and Vancouver raising more than \$45,000, and Everesting came back for its second year with 54 riders raising over \$52,000. Our supporters are the best you'll find.

[Register for Brainfreeze 2019](#)



Jack Ride 10 Wrap Video

Feel the rain on your face and the love in your heart.
(2:16)

7,320 DONORS

157 VOLUNTEERS

86 TEAMS

\$1,309,454 RAISED
IN TOTAL

Top Stories / Jack Ride 10

13



YELLOW JERSEY SPONSOR



BIG JACK



JACK 100



JACK 50



JACK 25



Impact and Outcomes

FROM ALL CORNERS OF CANADA

It can be hard to feel the needle move when it comes to mental health education and advocacy. Are people better educated about mental health and more willing to ask for help? Are people better able to look out for and support those around them? Are systems evolving at the pace we need? Are young people able to get the help they deserve? We have a long road to walk as a community.

We need to be able to measure progress. At Jack.org, we measure, evaluate, and iterate everything we do. At every stage of our programming, we ask young people: Is this working? What could be better? Feedback from our young leaders shows us where our programming needs to go next. We build, test, implement, iterate, and start all over again, if needed.

If we can't feel and measure our impact, we ask why and then find a more effective way. It's a long road. But we have a compass, and we're headed in the right direction.



Impacts and Outcomes

Jack Talks: Peer-Led Mental Health Education Sessions

Fiscal 2019 Metrics

446 JACK TALKS COMPLETED

EXCEEDED OUR GOAL BY 11%

72,328 AUDIENCE MEMBERS

AT JACK TALKS

13 TALKS TOURS

IN 13 REGIONS ACROSS CANADA

123 JACK TALKS SPEAKERS

WITH A COMBINED 6,150 HOURS OF TRAINING BETWEEN THEM

92%

“JACK TALKS POSITIVELY SHIFTED ATTITUDES ABOUT MENTAL HEALTH IN MY COMMUNITY.”

72%

“I GAINED USEFUL MENTAL HEALTH KNOWLEDGE THROUGH THE JACK TALK.”

88%

“I FEEL MORE COMFORTABLE REACHING OUT TO A FRIEND ABOUT MY MENTAL HEALTH.”

64%

“THE JACK TALK MADE ME FEEL MORE COMFORTABLE TALKING TO SOMEONE WHO IS STRUGGLING.”



“IT WAS A HUGE HIT.”

“We were very impressed by the Jack Talk we received to kick off Mental Health Week. It was a great way to engage a variety of students and educate them on many aspects of mental health and illness, as well as encourage them to reach out if they need support! We hope to have another Jack Talk next year as it was a huge hit!!!”

– Jessica Ambrose, Charles P Allen High School NS

Impacts and Outcomes

16

Jack Chapters: Youth-Led Clubs at Schools and Other Community Settings

Fiscal 2019 Metrics

**219 JACK
CHAPTERS**

IN EVERY PROVINCE
AND TERRITORY

**992 CHAPTER
INITIATIVES**

EXCEEDED OUR
GOAL BY 9%

**98,000
MEANINGFUL
INTERACTIONS**

BETWEEN CHAPTER
MEMBERS AND THEIR
PEERS

**8,760 HOURS OF
TRAINING**

UNDERGONE BY
CHAPTERS

94%

"I FEEL CONFIDENT
THAT I PROMOTED
MENTAL HEALTH IN MY
COMMUNITY THROUGH
MY CHAPTER."

88%

"I FEEL CONFIDENT IN
MY ABILITY
TO ADVOCATE FOR
CHANGE IN MY
COMMUNITY."

90%

"I AM COMFORTABLE
HAVING CONVERSATIONS
ABOUT MENTAL HEALTH
WITH MEMBERS OF MY
COMMUNITY."

80%

"CHAPTER TRAINING
HAS IMPROVED
MY MENTAL HEALTH
KNOWLEDGE."



"WE MADE THAT HAPPEN."

"*Thrive* was a Chapter initiative four years ago. Now it has become a campus-wide event, led by our Chapter team. The entire campus gets behind mental health twice a year now. And we made that happen."

– Bryan Young, University of Winnipeg Jack Chapter

Impacts and Outcomes

Jack Summits: Training for the Jack.org Youth Network

Fiscal 2019 Metrics

254 DELEGATES
FROM ACROSS
CANADA

AT OUR NATIONAL
JACK SUMMIT

[Watch the wrap video](#)

28 REGIONAL AND
LOCAL SUMMITS

FROM THE NORTH
TO VANCOUVER TO
NEWFOUNDLAND
AND EVERYWHERE IN
BETWEEN

144 SCHOOLS

INVOLVED IN LOCAL
SUMMITS

1,542 ATTENDEES

AT LOCAL SUMMITS

96%

"I ENJOYED MY
REGIONAL JACK
SUMMIT EXPERIENCE."

80%

"I FEEL PERSONALLY
EQUIPPED TO MAKE
CHANGE IN MY
COMMUNITY AFTER
ATTENDING A
REGIONAL SUMMIT."

88%

"I GAINED THE
KNOWLEDGE I NEED TO
BE ABLE TO ADVOCATE
FOR CHANGE IN MY
COMMUNITY."

83%

"I GAINED THE SKILLS I
NEED TO MAKE MENTAL
HEALTH CHANGES IN
MY COMMUNITY."



"I PLAN TO STAY INVOLVED."

"The things that Jack.org is involved in are so, so very important. It's exciting to see what has been done, and what will continue to be done. I'm thankful for this experience, and I plan to stay involved after today. Thank you!"

– Participant at the Memorial University of Newfoundland (Grenfell) Summit

Financial Highlights

THANK YOU.

We're reminded on a daily basis that we have the greatest community we could ask for. Thousands of people across Canada believe so much in what we do that they not only offer their financial support, but also their time and their ally-ship. Jack.org supporters are not just funders, but champions of the youth mental health movement. From the bottom of our hearts...thank you.

[See the Audited Financial Statements](#)



64 DIY EVENTS

HELD BY JACK.ORG
ALLIES ACROSS THE
COUNTRY

12,507 DONORS

SUPPORTING THE WORK
OF OVER 2,800 YOUNG
LEADERS

9,400 ATTENDEES

AT FUNDRAISING EVENTS

70% GROWTH

IN OUR FUNDRAISING
OVER LAST YEAR