



# Impact Report 2023

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## Empowering Youth for Mental Wellness

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[jack.org](https://jack.org)



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## Our Land Acknowledgement

We at Jack.org humbly and respectfully recognize the Indigenous territory upon Turtle Island — specifically, the traditional, unceded, and treaty lands of First Nations, Inuit, and Métis people that constitute “Canada” — on which our staff, supporters, and growing network of youth live and work. Our headquarters in Toronto is located on the Indigenous territory of the Huron-Wendat, Haudenosaunee, and the Mississaugas of the Credit, which is covered by the Upper Canada Treaties and is part of the Dish with One Spoon Treaty. We recognize the privilege we have to live and work on these and other lands from coast to coast to coast and are committed to doing our part to honour, respect, and care for them.

As an organization dedicated to a future in which every young person is comfortable talking about and taking care of their mental health, and gets the support they deserve, we aspire to show appreciation, respect, and concern for all peoples on this land, while recognizing the unique impacts of colonialism, systemic racism, and intergenerational trauma on the mental health of Indigenous youth.

We are committed to reconciliation, to actively working towards Indigenizing our practices, and to partnering with Indigenous people and organizations that are active in the youth mental health space in order to do so. Through ongoing efforts to engage and support Indigenous youth through culturally relevant programming, we endeavour to support the Truth and Reconciliation Commission’s calls to aid in closing gaps in the mental health care system (#19) and actively reflect on recognizing, respecting, and addressing the distinct differences in needs for Indigenous people when it comes to mental health access (#20).

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## Introduction

**Welcome to Jack.org's 2023 Impact Report**, a tribute to the mental health progress we've made with young people across Canada in the past year.

Thanks to our supporters, more young people have the knowledge, skills, community, and platform to support their peers and influence the culture of mental health. Together, we're building the foundation young people need to navigate struggle, prevent crisis, and thrive in mental wellness.



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## A Word from Our Leadership

In a world that has been marked by near constant change these past few years, one truth has remained unaltered: the essential need for us to invest in youth mental health and build a brighter future for young people across Canada.

Today's young people experience a set of challenges unlike any generation before them. They are navigating the mental health impacts of the global pandemic, grappling with the consequences of the climate crisis, and contending with the widespread systemic discrimination and injustice that shapes the lives of youth everywhere — all this in a culture where mental health is still dominated by stigma, silence, and a lack of adequate resourcing. But what matters more is this: young people are resilient in the face of adversity, capable supporters of their friends and classmates, and champions of building a more equitable world for themselves and the generations that follow. Every day, their work with Jack.org illuminates the fact that young people are an incredible resource with the potential to bring a new and healthier future to life.

Our essential work is rooted in the understanding that youth have the power to make a transformative impact on the mental health of their friends and communities. By equipping them with the knowledge, skills, and platform to understand mental health, provide support to their peers, and influence systems designed to support their wellbeing, we not only help to end the youth mental health emergency, we create a foundation of understanding and support that allows young people across the country to manage mental health challenges and build flourishing lives.

This work is only possible because of the community of supporters, donors, and champions who know youth cannot be in this alone. To each and every one of you: thank you from the bottom of our hearts. Your steadfast support of our work, both now and into the future, allows us to continue to make a difference.

It is a pleasure to share the vital impact your support has made possible this year.

With gratitude,



A handwritten signature in black ink, appearing to read 'Rowena Pinto'.

**Rowena Pinto**  
*President and CEO*  
Jack.org



A handwritten signature in black ink, appearing to read 'P Kurdyak'.

**Dr. Paul Kurdyak**  
*Chair, Board of Directors*  
Jack.org



## Network Advisors

Each year, we hire two former Network Representatives to bring youth voices and expertise to our Board of Directors as Youth Network Advisors. This year, we were grateful to Clayton Murphy and Ezechiel Nana — who sat on the Jack.org Board of Directors as well as the Mental Health and Advocacy Committee — for bringing crucial programmatic, regional, and personal expertise to the Board.



Ezechiel Nana



Clayton Murphy

## Youth Leadership in Action

Young people have the power to have a transformative impact on programs and policies when they're brought to the table as partners. This year, our 13 Network Representatives were involved in advising on five different portfolios: Jack Talks, Jack Chapters, Be There, Evaluation, and Youth Engagement. This work helps to ensure our programs continue to be informed by young people, while also providing a chance for young people to learn by doing.

This year's Network Representatives were: Abbey Gartner, Abeer Ansari, Angel Ehizibue, Dakota MacWilliams, Emilie Cloutier Debaque, Fiona Mak, Graysen Schury, Jessica Young, Katerina Kolobaric, Lindsay Currie, Nora Vincent-Braun, Trechelle Bunn, and Victory Angeli. We are immensely grateful to each of the Network Representatives for the expertise and enthusiasm they brought to their roles this year. In keeping youth voices and leadership at the forefront of our work, we ensure our programs remain relevant to and reflective of young people's experiences.



Network Representatives

## By the numbers

# 40,000

people reached by Jack Talks

# 325

Jack Talks delivered

# 95

Jack Talks Speakers at work across every province & territory

# 88%

of organizers satisfied with their Jack Talk

[Book a Jack Talk](#)

[Support Our Work](#)

## Our Reach and Impact

### Jack Talks Program Highlights

Jack Talks are mental health presentations by youth, for youth. Jack Talks give young people the space to learn mental health essentials, including signs of struggle, the role of the social determinants of mental health, and where to seek support if they or someone they know is struggling — all from a peer they can relate to.

With support from the Public Health Agency of Canada, we were able to launch the Jack Talk for Indigenous Youth, which explores mental health and healing across Turtle Island through culturally-relevant lenses and practices. Under the care of an Indigenous facilitator, Indigenous youth build foundational mental health knowledge by hearing stories and lessons from their peers and taking part in a sharing circle. This new offering provides a much needed safe space for Indigenous youth to learn about struggle while also building community connection with one another.

In partnership with Hydro One, we hosted Exploring Mental Health In The Classroom, a special Jack Talk and panel discussion designed to help educators learn about mental health resources for their students, hear from other educators, and learn tactics to better support youth mental health in their classrooms.

“Teachers are sometimes afraid to address a student’s mental health as they don’t feel equipped to provide them with the support they need. What I love about Jack.org is how the facilitators clearly outline how to identify the signs of struggle in young people and access appropriate support.”

— Jessica, Educator, Avon Maitland District School Board



## By the numbers

# 429,000+

people visited the Be There Program online

# 15,000+

Be There Certifications  
125% growth compared to FY22

# 96%

said the BTC improved their ability to recognize mental health struggle

# 97%

said the BTC improved their confidence with supporting someone through a mental health struggle

**Earn your  
Be There Certificate**

**Support Our Work**

## Be There Program Highlights

Be There is an award-winning resource that equips users with the knowledge and skill to support their peers through a mental health struggle while looking out for their own mental health too.

Young people are often the first to notice when a friend or classmate is struggling with their mental health. When we surveyed 1,200 youth, 83% said they had been asked to support a peer with their mental health, but only 39% said they knew how.

Be There's 5 Golden Rules give users a simple and effective framework to use when showing up for someone who's struggling. The Be There Certificate (BTC), created in partnership with our friends at Born This Way Foundation, enhances users' support skills by providing them with space to deepen their understanding of Be There's essential learning and apply it in real life scenarios. We also expanded our Be There workshop offerings, which allow participants to deep dive into Be There's learning.

**"After participating, you really feel better equipped to be there for others and for yourself."**

— Ezechiel, Be There Certificate user

**"RBC Future Launch has collaborated with Jack.org to support Be There, Jack Talks, and several other initiatives since Jack.org formed as a charity in 2013. We believe Be There is a pivotal program that is helping to normalize mental health conversations and teach young people (and the adults in their lives) how to recognize when someone is struggling and safely offer them support."**

— RBC Future Launch





## By the numbers

# 2,400+

young people volunteer with a Jack Chapter

# 420

mental health initiatives delivered

# 158

active Jack Chapters

# 89%

of Jack Chapter members found the program valuable

[Join a Jack Chapter](#)

[Support Our Work](#)

## Jack Chapters Program Highlights

Jack Chapters are groups of young people in educational and community settings that work to improve community mental health literacy and address barriers to support.

No two communities are exactly the same, and young people know their communities best. That's why the Jack Chapter program provides youth in communities from every region of the country with the resources and platform they need to design their own mental health initiatives and reach community-members with content that's tailored to their needs.

This year, we were proud to support Jack Chapters as they led workshops for their peers on body image, helped them navigate mental health services in their communities by creating custom resources, and created spaces of affirmation and learning for their peers on campus.

“Our Chapter is small but mighty, and [the Chapter Youth Advisory Group] provided a great opportunity for me to connect with other leaders in the Chapter program about their wins and challenges. I received great insight from other youth about how they've been successful and have been able to take a lot of this information back to my own Chapter!”

– Liv Youth Chapter Advisory Group member, Ontario

“We are proud to stand beside Jack.org in its mission to support youth by building innovative programs and systems that revolutionize mental health, creating stronger communities for generations to come.”

– Northbridge Financial Corporation





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## By the numbers

# 5

Jack Summits across the country

# 350+

young people brought together

# 81%

of attendees said they learned a new skill that would help them take mental health action in their communities

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[Support Our Work](#)

## Jack Summits Program Highlights

Jack Summits are youth-focused conferences that bring young people together from across the country to learn new mental health advocacy tactics and build community with other young people.

Jack Summits brought young people together for four Regional Summits — Northern, Eastern, Western, and Central — to explore the distinct challenges that exist in each of these parts of the country. We also hosted National Jack Summit in Toronto, where we introduced the Advocacy Skills Framework, a four-step process to help delegates create an informed and strategic course of action when launching new mental health advocacy initiatives. This framework gives youth the blueprint to understand the issues, collaborate with peers, chart a course of action, and ultimately make change in a sustainable and informed way.

“To hear that it’s not just me who wants to address particular issues and that we all want to take a stand to help support youth who cannot access mental health services was most empowering.”

— National Jack Summit delegate





# Our New Strategy

## The Plan to Create a Mentally Healthy World for Youth

We recognize that the needs of young people have changed since our inception in 2013. We must too. Our new Strategic Plan — created over a year of intense collaboration with our incredible staff, youth advisors, and Board — outlines our blueprint for how Jack.org will strategically adapt to meet the evolving needs of youth. At its foundation, we will:

- **Lean into youth leadership.** Youth are experts in their own experiences, and their insights into key issues are critical to building supports that actually work for youth. That's why our robust network of thousands of youth will continue to be at the heart of our work and impact.
- **Build mental health education and resources to meet diverse needs.** Young people are not a monolith. They deserve to be met with mental health education that speaks to their own experiences and challenges. In partnership with allies and in lockstep with young people, we will design culturally-relevant resources for young people who are less likely to have access to the education and support they need.
- **Create communities of belonging.** Our mental health depends on those around us. In fact, access to a supportive community is a key influencer of our mental wellbeing. Our work will foster safe spaces for young people, build networks that are intentionally inclusive, and help ensure young people have a supportive person to turn to when they need it.
- **Centre those who've been historically excluded.** We recognize that not all young people have been welcomed into the mental health conversation. Too often, it's been those who face systemic barriers and who most need a supportive community that have been missed. To change that, we will centre those who've been historically excluded so that their voices can guide our path to a more healthy and inclusive future.
- **Bring youth voices into decision-making.** Young people's insights are critical if we want to build systems that work for them. We will work closely with youth to deliver insights to decision-makers with the aim of improving mental health policies across the country.

Together with our community allies and partners, we will create a country where young people's mental health can thrive, and where distress becomes a thing of the past.



## By the numbers

# 1,122

Jack Riders

# 138

Tribute Riders

# 95

Teams

# 8,890

Donations

[Support Our Work](#)



## Our Community

### The Allies and Partners at the Heart of Our Work

The impact we're having among thousands of youth in Canada wouldn't be possible without the Jack.org community. This group of thousands of people across the country understand that youth cannot make change alone. We count ourselves grateful for the growing support we've received from our community this past year.

#### Jack Ride

Jack Ride is our annual cycling event held in support of youth mental health. This year, our community of cyclists, volunteers, donors, and sponsors came together to pedal with a purpose, blowing past our fundraising goal in support of Jack.org's programs. In Caledon, Canmore, and virtually across Canada, thousands clipped in to help build a better future for our youth.

"I ride to honour and remember my cousin Cavan, and to encourage the people around me to normalize mental health so that you, me, and everyone we love can become better equipped to manage our own health and respond to those in crisis with confidence."

— Stephen, Team Cavan



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## By the numbers

# 575

Polar Bears

# 5

Brainfreeze Locations

# 101

Teams

# 2,405

Donations



## Brainfreeze

Brainfreeze, our annual polar bear plunge held in partnership with Surf the Greats, brought our community together in Collingwood, Toronto, Montreal, Vancouver, and Halifax. After years of virtual plunges, we were glad to be able to see our community out in full force, braving the icy water to support a better future for young people.



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**Our community is at the heart of everything we do.** Through their dedication and commitment to the cause, we're able to continue doing work that prevents crises and builds the bedrock of support youth need to live well.

At this pivotal time for young people, we are grateful to have the unwavering support of the incredible Jack.org community.



# Our Financials

## Setting the Stage for Sustained Impact

We are grateful for the tremendous support we've received from our community, corporate, and government partners this year. Their sincere commitment to and belief in Jack.org's programs ensure that we will be able to continue to make a vital impact on young people's mental health. Thanks to the generous support we received, Jack.org remains in a healthy financial position.

We hold ourselves to the highest standards of accountability and transparency for our supporters. Each year, we undergo a robust independent audit to ensure the maximum degree of confidence in our financial health, which we are proud to be able to publish.

### 2023 Audited Financial Statements

#### Statement of Revenue & Expenses (Summarized)

For year end: Jun 30, 2023

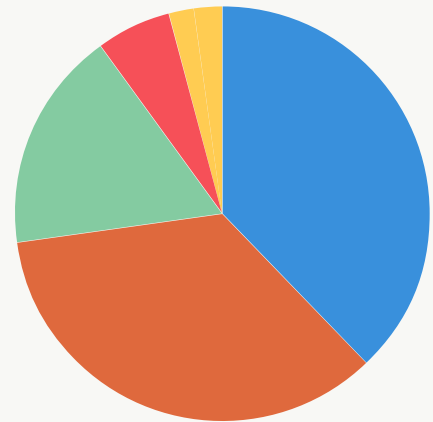
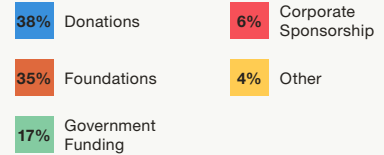
| Revenue                        | 2023              | 2022             |
|--------------------------------|-------------------|------------------|
| Donations                      | 3,326,104         | 3,924,426        |
| Foundations                    | 3,077,330         | 3,749,956        |
| Government funding             | 1,457,552         | 395,436          |
| Corporate sponsorship          | 539,287           | 635,377          |
| Other income                   | 392,559           | 137,786          |
| <b>Total revenue</b>           | <b>8,792,832</b>  | <b>8,842,981</b> |
| Planned reserve draw-down*     | 1,599,682         |                  |
| Unplanned reserve draw-down    | 549,156           |                  |
| <b>Total revenue + reserve</b> | <b>10,941,670</b> |                  |

| Expenses                                     | 2023              | 2022             |
|--|-------------------|------------------|
| Programs                                     | 7,743,049         | 6,064,242        |
| Fundraising                                  | 2,387,533         | 2,277,626        |
| Finance & admin.                             | 811,088           | 478,156          |
| <b>Total expenses</b>                        | <b>10,941,670</b> | <b>8,820,024</b> |
| Excess of revenue over expenses for the year |                   | 22,957           |

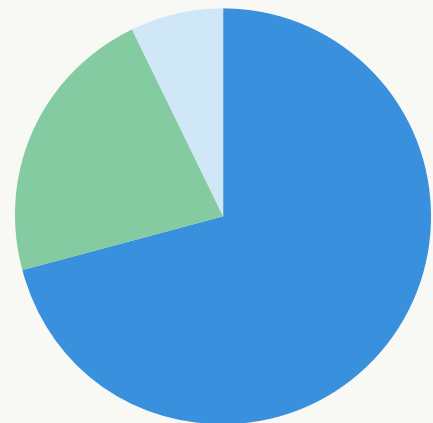
\*During the pandemic Jack.org benefitted from many donor dollars, which we were able to put in a reserve as a safe-guard. Now that we are out of the pandemic, we are strategically spending down the reserve to better serve young people.

We are grateful to the sponsors, partners, individual donors, and foundations that have contributed to our financial health this past year. The financial resources we have been trusted with will allow us to expand our offerings to more youth than ever before, and reach those who are in most need of mental health conversation and support. We look forward to continued growth and improvement, made possible by our supporters.

#### Revenue



#### Expenses



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# Our Supporters

The Vital Allies Who Make Our Work Possible

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## Visinary Partner

*Financial contribution from*



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

## Transformational Partner



## Lead Be There Partner



## Lead Ontario Jack Talks Partner



## Lead Jack Chapters Partner



## Champion



## Yellow Jersey Sponsor Jack Ride



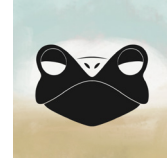
Program Partner



SEPHORA



The Gordon and Ruth  
Gooder Charitable  
Foundation



Jon and Nancy Love



Shakerhill Foundation

Nosreap Family Foundation

Torrie Family Foundation

The Douglas Utting  
Foundation



The Purpleville Foundation

The Graham Burton  
Foundation



The Scott Griffin  
Foundation

Bruce Beauchamp  
Memorial Fund

GH Wood Charitable Fund  
at Toronto Foundation

Speranza Foundation

Gregory and Jennifer  
Thompson Gifting Fund



The McDonald Family

McFarlane Family  
Foundation



Reay and Lynda MacKay  
Family Fund

Alison Fisher Fund

Willis Family Fund



Rare Beauty



TOMS

## Event Sponsors



Well Juicery Canada Ltd.



## Donors

### \$50,000–\$100,000

Gayle and Bob Cronin

RBC Charity Golf Tournament in Support of Youth Mental Health

CIBC Real Estate Golf Tournament

### \$20,000–\$50,000

Eric Windeler and Sandra Hanington

Tony Butler

Derek Evans

### \$10,000–\$20,000

Michele and Glenn

Paul Robinson

Adam Robinson

Scott & Sheila Macnicol

Paul and Cheryl Robinson

Northland Properties

### \$5,000–\$10,000

Brian Hill

David Leith and Jacqueline Spayne

Blair Cowan

Ivor Elrifi

Gordon and Gillian Bogden

Devon Dayton

David Morgenstern

Stephen Gardiner

Mackie Moving Systems

### \$2,500–\$5,000

Brattys LLP

Turner Fleischer Architects Inc.

Bobby MacNicol

Michael Richardson

Alan Ribeiro

Michael Wilson

Tom Bradley

Janet MacKinnon

The Biking Lawyer

Sally Morris

Patti MacNicol

Janice Wright

Steven Van Binsbergen

Brookfield Asset Management

Gaylen Duncan

Pamela Kimmet

Sue and Paul Morell

Jason & Bev Price



Jack.org thanks our outgoing Board Chair, Paul Kurdyak, for his exceptional contributions to our mission over his nine years of service, particularly his exemplary leadership as Board Chair over the last four years.

We also thank outgoing Board Member, Blair Cowan, for his six years of service and Youth Network Advisor, Clayton Murphy, for his two years of service.

We value each outgoing Board Member for their dedication to youth and Jack.org's success.

We are also pleased to welcome Suzie Cho and Michel Bergeron to their roles as Co-chair, Board of Directors, and Abeer Ansari as our new Youth Network Advisor.

## Our Board of Directors

As the governing authority of Jack.org, the Board of Directors oversees our strategic direction, monitors the development of our objectives, and assesses the progress we've made. We are grateful to have their exceptional guidance and expertise in place as we bring Jack.org's vision to life.

### **Paul Kurdyak**

Board Chair, Chair of the Mental Health and Advocacy Committee

### **Khush Amaria**

Board Member

### **Michel Bergeron**

Board Member, Chair of the Audit, Finance, and Risk Committee

### **Suzie Cho**

Board Member, Chair of the Human Resources Committee

### **Blair Cowan**

Board Member, Chair of the Fundraising Committee

### **Katherine (Katie) D. Dudtschak**

Board Member

### **Umar Ghumman**

Board Member

### **Barbara Grantham**

Board Member, Chair of the Governance and Nomination Committee

### **Sandra Hanington**

Board Member, Co-Founder

### **Clayton Murphy**

Youth Network Advisor

### **Ezechiel Nana**

Youth Network Advisor

### **Zach Pendley**

Board Member

### **Eric Windeler**

Co-founder, Ex Officio Board Member

## Our Executive Team

### **Rowena Pinto**

President and CEO

### **Trinez Abrahams-Alleyne**

VP, People Operations

### **Mandy D'Autremont**

VP, Marketing and Communications

### **Vivien Glencross**

VP, Development

### **Shane K. Green**

VP, Programs

### **Greg Tracey**

Interim VP, Operations

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# Thank You

We hope this report illustrates the impact your support is having on young people across Canada. Together, we are not only preventing distress, we are setting youth up with the foundation they need to thrive in mental wellness. We are grateful to have you along for the journey.

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## Contact Us

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## Keep In Touch



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**jack.org**

Charitable Organization Number  
84852 1837 RR0001

