



ANNUAL REPORT



Reflecting on our journey, Crafting our future.

VOICES

Kickstand's Action Council & Network



“Being an active member of Kickstand has been informative, fun, and valuable to me. I have learned so much about so many aspects of well-being and self-care. I have also connected with my fellow youth, and we work on causes we are passionate about. Kickstand is a wonderful organization and the work they do for youth and their families is just invaluable.”

–A Kickstand Y.A.C. member

“Kickstand’s commitment to involving young people in their initiative development is what personally resonates with me and makes them transformative in my eyes. As a member of the Youth Action Council and a Youth Consultant, I actively participate in research development, partnership meetings, and engage directly with youth and stakeholders through outreach activities. It is truly rewarding to see the projects come to life during my two years of involvement, and the direct impact I can make on improving youth mental health services as a young person. The support from the Kickstand team throughout this journey has been invaluable, and I feel honored to be part of such a transformative organization that values and empowers young voices in shaping the future of mental health support for young Albertans.”

–Annie W., Kickstand Youth Consultant



“The biggest problem that I’ve seen in youth mental health, has to do with the fragmentation of services. Having everything in the same community hub and making services centrally available and connected to each other will really overcome a lot of the obstacles that exist today. Kickstand is a place where equity is given, where we can revolutionize the way, we approach health care and wellness.”

–Victory, Kickstand Youth Action Council Member



A LETTER

from the Executive Director



Katherine Hay

This year Kickstand was focused on actioning the 3-year grant (2023 to 2026) from the Ministry of Mental Health and Addiction, a division of the Alberta Government. This support and commitment marks a significant milestone, as Kickstand transitioned from being fully philanthropically funded last year to having support and funding from the province, demonstrating the alignment of integrated youth services with the youth mental health priorities of the province and the Alberta Recovery Model. This transition has positively impacted the ability of Kickstand to grow and take on leadership of the implementation of a provincial Kickstand Network.

Transition of the contract from the previous agency did not come without challenges but the newly expanded Kickstand Provincial Implementation Team worked tirelessly with the 11 legacy communities, focusing on relationship building, integrated youth services knowledge dissemination, and evaluation of the projects to inform future workplans and expectations for ongoing project development. It was rewarding to meet the teams that have been working in this space for several years, travel to various communities across Alberta, and see the progress that has been achieved. Additionally, Kickstand continued to actively focus on the expansion and

operations of Kickstand Connect and ongoing development of the Kickstand Edmonton centre. Kickstand focused on our commitment to equity, diversity, inclusion and decolonization (EDID) during this year by creating an EDID Working Group to action our EDID Work Plan. This included the provision of an intensive Indigenous Training program, Omanitew, offered through IRM Inc. and a series of Anti-Racism Training sessions offered through the Centre for Race and Culture (CFRAC) for the Provincial Implementation Team, Kickstand Connect providers and leadership, and our fully operational Kickstand Centre communities.

I would like to thank the young people who have continued to contribute their thoughtful considerations and wisdom of what it is to be young to guide the development of the Kickstand organization and the implementation of the provincial Kickstand Network. Their impact shows in the successes that we are beginning to achieve, and we are so grateful for their ongoing commitment to our work. The Mental Health Foundation, despite undergoing a transition of leadership, continues to work tirelessly to uphold their commitment and partnership with Kickstand to support the implementation of the provincial Kickstand Network and offers key philanthropic funding that has made progress with the Kickstand Edmonton centre a reality and supported the customization of many of the Kickstand Centres. I would also like to say a special thank you to the Kickstand Board of Directors for their dedication to supporting and developing the Kickstand organization to achieve the vision of More Good Days for Alberta young people.

I am excited to celebrate tangible progress over the next year and honored to continue to lead this work forward.

With gratitude,

Katherine

YEAR IN REVIEW

Kickstand Overview

Kickstand is Alberta's backbone organization for the implementation of the provincial Kickstand Network.

Kickstand's network of integrated youth service centres and Kickstand Connect will:

- Ensure Alberta young people, aged 11-25, and their families/caregivers have rapid access to easily identifiable, integrated health and social services that promote recovery capital, enhance quality of life, build community and individual capacity, and address mental health and wellness,
- Transform community care systems by bringing traditional and non-traditional community partners together, nurturing reciprocal relationships, and providing a provincial framework to enhance implementation success across communities
- Actively create and engage in a learning health system and innovative research focused on recovery-oriented care and improving services and health outcomes for young people and their families/caregivers,
- Maintain accountability to Alberta young people and families/caregivers in all we do through intentional and high-quality engagement practices, and,
- Commit to policies and practices that ensure justice, equity, diversity, inclusion, and decolonization in a manner that recognizes ongoing learning and growth.

In cooperation with the Ministry of Mental Health and Addiction and with ongoing support and collaboration with the Mental Health Foundation and the philanthropic community, Kickstand will be leading the provincial implementation of the Kickstand Network with an expectation of at least [7 Kickstand Centres](#) in operation by the end of March 2026.

As the project has evolved, two additional areas of focus that have emerged include co-creating an Indigenous Implementation Strategy with our key Nation partners and preparing for future scale and spread of the Kickstand Network, past 2026.

Meaningful Engagement of Youth, Young Adults, Families and Caregivers



Youth Engagement

Kickstand's ongoing commitment to high quality engagement with young Albertans has resulted in over 600 hours of involvement in organizational activities over the last year. Involvement of the fourth cohort of Kickstand's Youth Action Council and our growing youth at large network resulted in almost 70 young people contributing support to Kickstand.

Opportunities for engagement have broadened as we have expanded over the last year and young people assisted in:

- Recruitment activities and interview panels for Kickstand's new Provincial Implementation Team members,
- Consultation sessions with L7 Architecture and Kickstand Centre leadership to guide the look and feel for centre design, location considerations, furniture selections, and ways to ensure feelings of inclusivity,
- Collaboration with research and evaluation activities,
- Marketing and advertising tasks including the creation of social media content and advertising assets, tabling and event attendance, participation in the Bell Let's Talk National Integrated Youth Services campaign, public speaking and other awareness building activities, and,
- Active participation as members of Kickstand's EDID Working Group to inform and action our organizational commitment to inclusion, diversity, equity and reconciliation.

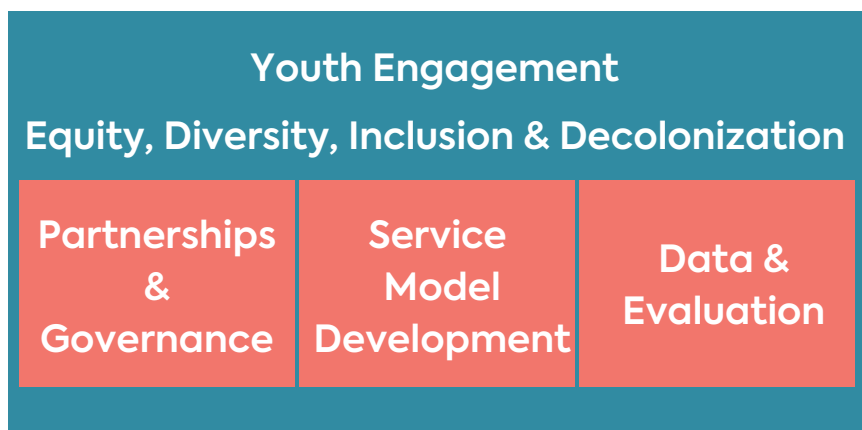
Family Engagement

Ensuring that Kickstand brings in the voices, ideas, preferences and needs of families and caregivers of young people in Alberta continues to be of great importance to Kickstand. This year saw the creation and initial meetings of the Family & Caregiver Advisory Council (FCAC). The council has met 4 times from January to April 2024.

The council members have consistently provided their expertise and input on various Kickstand mandates and activities. Their work has focused on establishing a provincial network and creating a structure to address essential resources that will assist in supporting families and caregivers throughout the province. Their expertise and guidance will be instrumental in shaping the future of our initiatives. Some of the key activities the council has worked on include:

- Co-creation and finalization of the engagement framework,
- Consultation and review of a family/caregiver service guide,
- Providing input and content suggestions for the construction of a family/caregiver section of the Kickstand website,
- Creating assets, including written articles and resources, and providing feedback on social media assets and website content,
- And informing a new FCAC recruitment process, including the intake and application form.

Provincial Kickstand Centre Implementation



The development of integrated youth mental health hubs can be described across three main implementation domains that are embedded within meaningful youth engagement and viewed through an equity, diversity, inclusion, and decolonization (EDID) lens.



The Kickstand's Provincial Implementation Team has been working closely with communities to support their development journey by providing guidance on intentional youth, family/caregiver and community stakeholder engagement, collaboration and support on community partnership and provider engagement, and development and enhancement of Kickstand's service model and core service streams.

Resources have been developed to address each implementation domain and to build an increased understanding of best practices, the scientific evidence behind integrated service delivery, and potential future outcomes and overall impact of the Kickstand Network. The complexity of the work has been amplified due the grant transitioning from another organization which brought new expectations to 1) the projects' local governance structures, 2) the service delivery model and core service streams, and 3) Kickstand's increased involvement in direction setting to develop consistency and similarity between Kickstand Network members.

Kickstand has focused on developing projects within four Phase 1 communities (Bonnyville, Edmonton, Fort Saskatchewan, and Grande Prairie) during this year, intending to move these Kickstand Centres to full operations in the 2024.2025 fiscal year. Additional collaboration and ongoing activities have continued across all communities outlined below and we look forward to more Kickstand Centres moving to full operations in the 2025.2026 fiscal year.



Successful implementation of the Kickstand Network will impact access to evidence-based, culturally sensitive, trauma-informed and developmentally relevant services and supports that aim to improve and maintain the mental health and wellbeing of young people aged 11-25 years old and families/caregivers of young people. Standard data collection and reporting across the Kickstand Network is in early implementation with our Phase 1 Kickstand Centres and we look forward to reporting on impact as more communities come online.

Aggregate appointment metrics are available in Appendix A.

Kickstand Connect

Kickstand Connect is Kickstand's virtual integrated services platform, offering free, online access to mental health, substance use, peer support, and employment services appointments. Additional health and wellness workshops and groups are offered by a range of partner organizations to create a one-stop shop for accessing services and supports that are desired by the service user.

Kickstand Connect added 949 new users during the last year and completed 904 appointments. Mental health and substance use services were utilized the most at 61% of the appointment requests and most of the services users report residing in the Edmonton area at 71%. Dramatic increases (up 200%) in appointment booking were realized following Kickstand's digital marketing campaign.

This year the Kickstand Connect clinic has seen many ongoing enhancements and changes including hiring 5 new mental health counselors for individuals drop-in appointments, hiring a specialized substance use counselor, and hosting Kickstand's first Mental Health Week event.



949 +

New Users



200%

Increase in booking after our digital marketing campaign launch



61%

Mental Health Appointments



+ 5 

New Mental Health Service Providers



Kickstand Connect was initially operating on Mondays and Thursdays from 1:00–9:00pm but due to demand, clinic service hours and capacity have increased (from 16 to 24 hours per week, from 14 mental health counseling appointments to 22 per week). Further enhancements will continue in direct response to increased appointment utilization throughout the next year.

Designed to mirror Kickstand’s service model, the last year saw the addition of Substance Use Counseling and two Mental Health services; Choice appointments and short-term counseling within Kickstand Connect.

The Substance Use Counselor currently offers 3 appointments per week and the service is still gaining awareness among service users. One young person was able to be successfully connected to a 90-day young adult treatment program through their Kickstand Connect appointment, demonstrating the early development of seamless pathways to more intensive recovery supports without a referral or redirection to another service.

Choice appointments are designed to allow a young person to complete a full baseline health screening process to better understand how they are feeling and what treatment and service options might best be added to their wellness plan. It is the gateway to receiving clinical services and to monitor change in symptoms and functioning over time as

interventions are provided. Due to the small number of completed Choice appointments, clinical service data is not currently available but will be available for upcoming reporting.

Short-term Counseling is a more intensive intervention option than walk-in counseling that was added to the Kickstand Connect menu of mental health service options in October 2023. This consists of a 3 or 4 appointment series with the same counselor for therapeutic interventions in response to a developed goal area. This service stream has had 12 young people complete 33 appointments and has been effective in addressing the needs of young people who have completed multiple walk-in appointments or those with more complex or severe mental health symptoms who are requesting more consistent counseling sessions.

We have continued to assess and strategize our ongoing development and maintenance of partnerships to create on-line access to wholistic health and wellness services. We also gained a new partnership with the John Humphrey Centre this year.

There is always something new going on at Kickstand Connect – please stay up to date by subscribing to our newsletter and following us on social media.

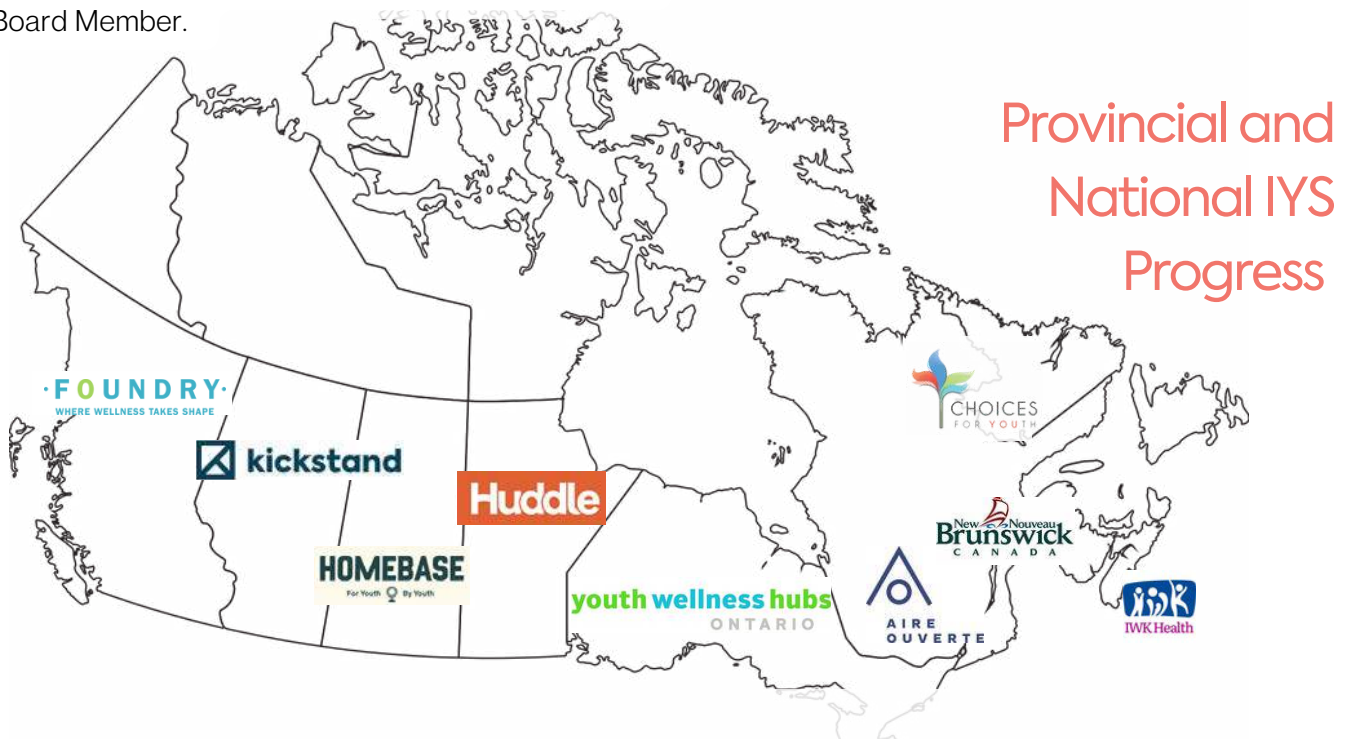
Please see further details in Appendix B.

Equity, Diversity, Inclusion and Decolonization (EDID)

In September 2022, Kickstand contracted two consultants to conduct an Equity, Diversity, Inclusion and Colonization (EDID) baseline assessment of the organization.

The EDID Working Group has been established and active since September 2023, with a roster of six committed members who represent the categories of young people (non-Indigenous and Indigenous), family/caregiver (non-Indigenous and Indigenous), Kickstand Connect Service Provider, and Kickstand Board Member.

The EDID Working Group has helped Kickstand select training courses offered by the Centre for Race and Culture, advise on Nation's engagement, review youth and family engagement frameworks and help develop an EDID baseline assessment questionnaire for communities which will be implemented before end of March 2025. A review of Kickstand's policy manual has also been completed with changes in language to be more inclusive and recognize the needs of diverse employees and contractors.



Kickstand participated, with a member of the Ministry of Mental Health and Addiction, in the second in-person Federation of Integrated Youth Services Network (FIYSN) meeting. This created an opportunity to further strengthen productive connections with key leaders in Foundry, yWHO, and Huddle, alongside leaders in other provinces and territories, to provide a pan-Canadian view on IYS learnings and implementation strategies. The FIYSN meeting also inspired Kickstand to further explore ways to stay connected with other jurisdictions, such as establishing quarterly touch-base meetings with the prairie provinces (Manitoba and Saskatchewan), participating in IYS network learning sessions (working with Indigenous communities and centre staffing models), and co-chairing the Pan-Canadian IYS Rural and Remote Community of Practice.

Within Alberta, Kickstand launched an Integrated Youth Services Hub Community of Practice to support development of integrated youth services in communities that are keen but not currently receiving funding through the Kickstand initiative.

Read more at: www.iys-sij.ca

Kickstand – Recognition, Awareness & Engagement

Engagement activities are aimed at increasing awareness and involvement with Kickstand throughout the province. These activities include community engagement sessions, presentations, tabling events, information sessions, an annual network gathering, and meaningful involvement with the national Federation of Integrated Youth Services Network (FISYN) convening.



Community Gathering

Community engagement sessions are integral to selecting a lead agency and developing co-locating partnerships as they provide direct interaction with community members, service providers and systems that foster dialogue and interest over a series of sessions. Each session covers a different topic related to Kickstand's goals and is based on the model of integrated services for youth.

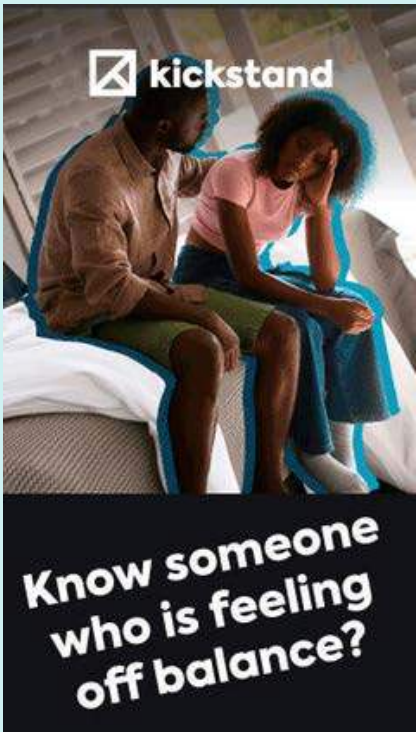
Tabling Events

Kickstand participated in fourteen tabling events, providing opportunities for Kickstand to engage with the public, distribute information, and spark meaningful conversation. Tabling sessions occurred in various community venues including teachers' conventions, university awareness weeks, school events/wellness fairs, and conferences.

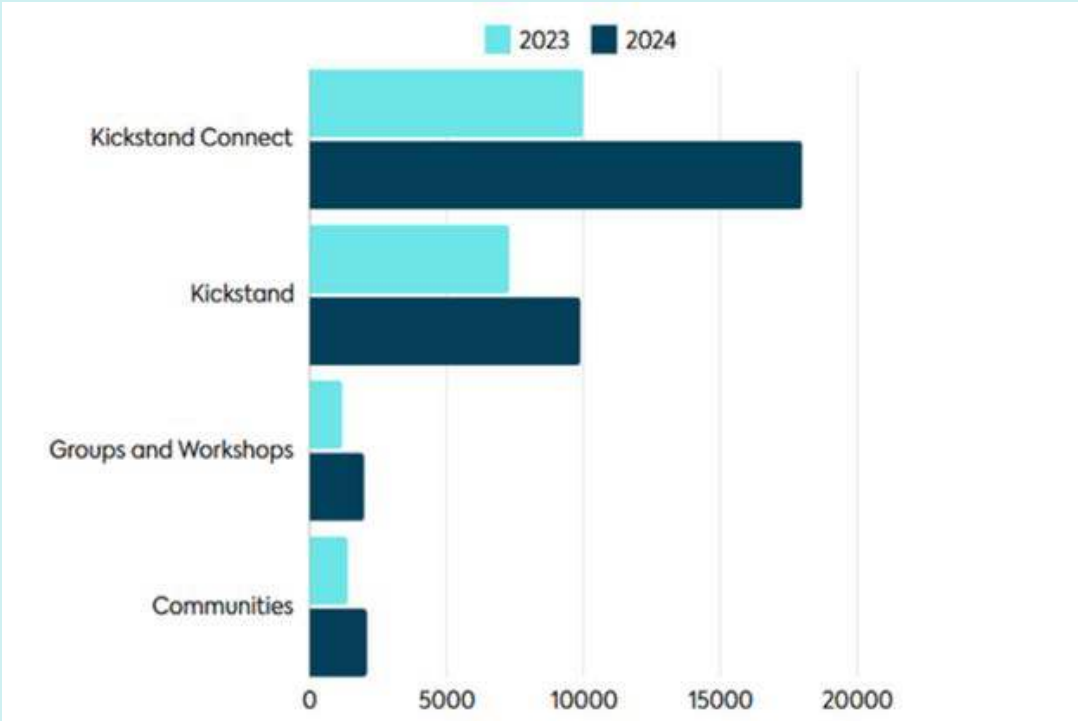


Digital Impact

We executed a targeted campaign designed to drive traffic to our website and increase Kickstand Connect clinic signups. The campaign, centered around the message “When Your Mental Health Feels Off Balance, you feel off balance too. Find Balance at Kickstand.ca,” ran from July 2023 to April 2024. This effort yielded significant results including a 200% increase in booked appointments, a 74% increase in visits to the Kickstand Connect page, and a 61% increase in visits to the substance use supports page. This upward trend demonstrates that more users are specifically seeking information about our services and registering for appointments or group workshops.



Overall Digital Engagement from 2023-2024



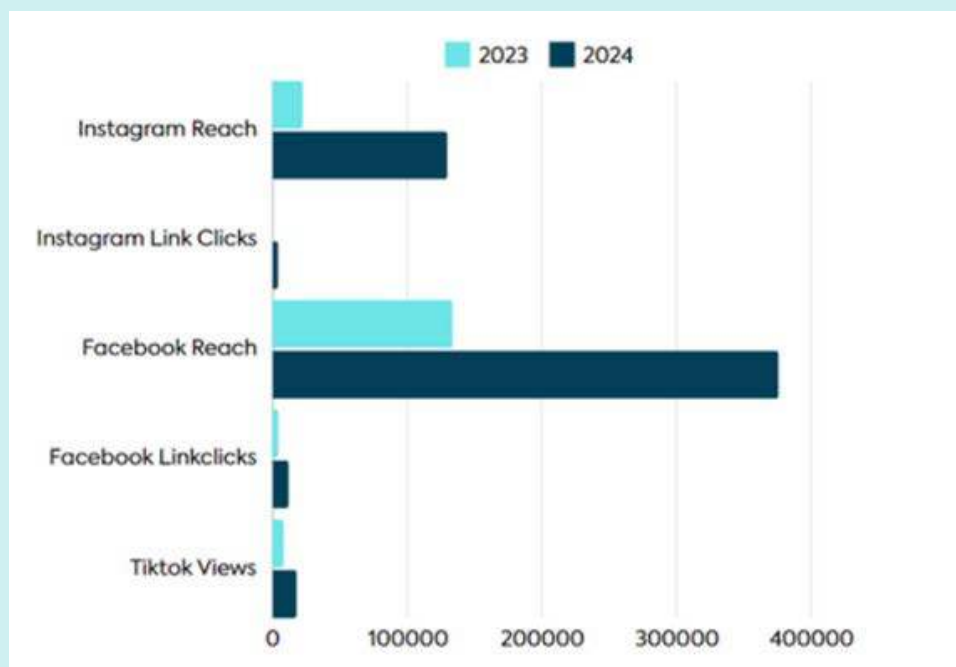
Marketing Campaigns and Kickstand Centres

Several targeted marketing campaigns were released during the year, coinciding with events such as Mental Health Week, Pride Month, Indigenous Week, and World Health Month. These campaigns included disbursement of newly designed marketing materials distributed at over 14 tabling events like Breaking the Silence Mental Health Run/Walk, North Central and Greater Edmonton Teachers' Conventions, Fyrefly GSA Conference, Queen Elizabeth High School Wellness Fair, MacEwan University's BIPOC Wellness Fair, and the Alberta Headstrong Summits. Additionally, Kickstand completed numerous in-person and virtual information presentations/sessions with multiple high schools, AHS and CASA teams, and numerous community organizations.

Community engagement activities in Phase 1 communities and the launch of their Kickstand Centres also added to increasing awareness, engagement and interest in Kickstand. In cooperation with Sunrise House (Grande Prairie), The Bridge Youth Hub (Fort Saskatchewan) and The Hive (Bonnyville), dedicated community webpage were developed and have attracted over 2,000 visits since launch. Please see mykickstand.ca/communities.

Social Media Growth

Kickstand focused the content strategy on researching, curating, and sharing material relevant to our audience and highlighting topics such as anti-racism, 2SLGBTQIA+, and Indigenous culture. These efforts demonstrated our commitment to allyship and successfully attracted new users to our platform through social media channels. Additionally, in collaboration with our Youth Action Council, we explored new content formats, relatable keywords, cross promotion, increased activity on TikTok and launched a Substack channel to share authentic personal stories. The results were increases between 38% up to 82% across social media platforms.



Integrated Youth Services Knowledge Creation & Dissemination Projects

Kickstand has been actively involved at local, provincial, and national level as a knowledge user – learning from others involved in Integrated Youth Services initiatives, and now as a knowledge generator! Kickstand has been involved in many research applications with our lead scientist, Dr. Gina Dimitropoulos, from the University of Calgary.

Kickstand is actively engaged in the following research projects:

INVESTIGATING RACISM IN YOUTH MENTAL HEALTH CARE

Led by Dr Carla Hilario, this project looks to address racism in the Canadian youth mental health care system. The project aims to address gaps in youth mental health care through youth reported associations between mental health and racism, perspectives of youth and their experiences with racism and mental health care, and by engaging youth and other stakeholders barriers and facilitators to inclusive youth mental health services.

INVESTIGATING COVID-19 AND YOUTH MENTAL HEALTH SERVICES

Also led by Dr Carla Hilario, this project aims to understand youth mental health service use before and after the start of the pandemic, including potential changes in rates and patterns, especially for marginalized youth populations. Objectives of this work include determining mental health care service usage and trajectories before and after the COVID-19 pandemic, including an understanding of demographic differences, and a contextualization of the findings by hearing the perspectives of engaged youth and stakeholders.

EARLY INTERVENTION FOR EATING DISORDERS: OPTIMIZING INTEGRATED YOUTH SERVICES

Led by Drs Dimitropoulos and Obied, this project will establish dedicated knowledge mobilization teams in several Canadian provinces to co-adapt the FREED model in other provinces and territories. The implementation science team to be built with this funding will undertake the following project activities:

1. Establish the CanFREED Implementation Network of implementation science experts, .
2. Create and execute a robust evaluation framework and learning health system
3. Partner with stakeholders in implementation sites to develop contextual considerations
4. Synthesize and mobilize knowledge for ED system transformation across Canada .
5. Contribute to evidence on implementation science specific to community-based eating disorder service delivery models in integrated primary care mental health settings

The Canadian Youth Mental Health Insight (CYMHI) Platform: Optimizing mental health for youth across Canada through open data, machine learning, and knowledge exchange.

Led by Dr Sean Hill, this project's aim is to optimize mental health for youth across Canada, by providing a state-of-the-art informatics platform to support knowledge and data integration, open data, machine learning and improved communication between stakeholders - the Canadian Youth Mental Health Insight Platform. The platform will transform research and enable knowledge discovery, exchange and innovation between population and community-based prevention programs, integrated youth services networks, and large-scale research studies.

Developing and evaluating a digital knowledge translation toolkit: Increasing mental health service use decision-making at integrated youth services in Canada.

Led by Dr Shelly Ben-David, this project will advance the field of youth mental health by developing a decision-making scale to understand service use among a diverse group of youth. This research will lead to more appropriate and needed interventions that facilitate youth mental health service use in Canada. Integrated Knowledge Mobilization approaches will be employed throughout the project to engage with established youth research advisory panels across Canada and youth research assistants.

INDIGENOUS GENDER & WELLNESS

Dr. Srividya Iyer, Researcher from Douglas Hospital Research Centre & Prevention and Early Intervention Program for Psychosis (PEPP-Montreal) has a project focusing on the creation of a toolkit for providers to more effectively address gender diversity and promote health and wellness for Indigenous young people across Canada.

EVALUATING A VIRTUAL, WALK-IN INTEGRATED YOUTH SERVICES SPACE

Led by Dr. Gina Dimitropoulos, this project is evaluating the implementation of Kickstand Connect to ensure equitable and just access to services, the effectiveness of Kickstand programs and services on how young people perceive their health and wellness, and the satisfaction and quality of the interaction with Kickstand with a focus on ensuring a positive help-seeking experience.

7

Active research projects led by 6 different primary investigators



949

New kickstand Connect users



1400+

New followers on instagram

12

Communities working in collaboration with Kickstand to develop their integrated youth services project

3797

Visits to Kickstand Centres in 5 communities across Alberta

1

Equity, Diversity, Inclusion & Decolonisation (EDID) Working Group continuing Kickstand's focus and commitment to EDID



603

hours of engagement with young people in Alberta



3

New Kickstand board members volunteering their time and expertise to support the development of the Kickstand Network

LOOKING FORWARD

Kickstand will be the go-to place for young people and their families/caregivers to have more good days!

Kickstand will:

- Ensure Alberta young people and their families/caregivers have rapid access to easily identifiable, integrated health and social services that enhance quality of life and build capacity.
- Transform pathways to care systems by bringing community partners together, nurturing reciprocal relationships, and providing a provincial framework to enhance efficient and successful implementation across the province.
- Actively engage in innovative research focused on improving services and health outcomes for young people and their families/caregivers.
- Maintain accountability to Alberta young people and families/caregivers in all we do through intentional engagement practices
- Commit to policies and practices that ensure equity, diversity, inclusion and decolonization in a manner that recognizes ongoing learning and growth





Provincial Kickstand Centre Implementation

Kickstand's Provincial Implementation Team will be focused on the expansion of the Kickstand Network during the upcoming year. Ongoing support and assistance, service development and awareness activities will continue with Phase 1 communities launched in the 2024.2025 year. Additionally, at least 3 other locations will transition to full operations for the next year. This will involve:

- transition/creation or enhancement of community partnerships/governance models,
- development of Kickstand's service delivery model and populating the core service streams to ensure a positive help seeking experience for young people and families/caregivers accessing the centres,
- development of physical locations to create a recognizable, youth friendly, accessible centre,
- and implementation of Kickstand's data and evaluation framework.

Additional attention will be paid to strategic planning for the Kickstand Network expansion after the current provincial government grant agreement comes to an end (March 2026). These activities will target non-funded communities throughout the province through a Provincial IYS Community of Practice, preparation of an expression of interest process, ongoing fund development with the Mental Health Foundation, and cross ministry awareness and government relations activities.

Kickstand Connect

Future priorities for Kickstand Connect include further development of the service delivery model, ongoing digital marketing and advertising, and exploration of alternate virtual methods to provide wholistic health and wellness services. Development and implementation of additional evidence-based counseling services which would accommodate more complex mental health issues or therapeutic interventions that require a series of sessions (i.e. CBT, EMDR, and trauma counseling) are priority areas. Other opportunities include developing virtual Indigenous wellness services, specialized relief support for political and environmental emergencies, as well as hiring a social worker and/or OT to complement our team of counselling professionals. Low uptake for groups and workshops has been noted and problem-solving potential solutions in this area is underway.

Ongoing Engagement of Young People, Families & Caregivers

The Kickstand Youth Engagement Coordinator will recruit a fourth cohort of young people to sit on the Provincial Youth Action Council. Individuals will be selected to represent different sections of young people in Alberta including participants from various geographic locations, ages, experiences, and diverse identities. Kickstand has a robust youth engagement budget and an annual plan for participants involvement.

With the completion of the Family/Caregiver engagement framework, priorities will focus on the launch of the Family & Caregiver Kickstand Webpage, the development of regular podcasts to amplify family/caregiver voices and the development and trial of a provincial lunch and learn event. There will be a focus on increasing the number of families/caregivers that are in contact with Kickstand and providing opportunities for meaningful engagement to a broader range of individuals across the province and ensuring that those with Kickstand Centres operating in their communities are brought to the table.



Indigenous Implementation Strategy

Kickstand is currently engaged in the development of three on-Nation projects at Alexis Nakota Sioux Nation, Enoch Cree Nation, and Samson Cree Nation, with funding secured until the end of the grant period. Priorities include development and implementation of capital and/or start-up funding and focus on co-creation of an Indigenous Implementation strategy, Indigenous Evaluation Framework, and Data Management Agreement to adhere to the data sovereignty principles.

Kickstand prioritizes relationship-building with Indigenous communities and emphasizes listening, learning, and collaborating with the strengths inherent within each Nation, while empowering Indigenous peoples with leadership over the project. To align with Indigenous worldviews, a comprehensive translation of the 'integrated youth services' model and concepts is necessary to reflect indigenous values and perspectives. This entails ceding control of project implementation and evaluation to the Indigenous communities and leveraging external expertise to adopt a two-eyed seeing approach – one that bridges Indigenous and Western perspectives.

Kickstand will be hiring an Indigenous Implementation Lead for the Provincial Implementation team to assist with increasing resources available in this key priority area.

Online Marketing Engagement

Following the successes achieved during the last year, the digital marketing campaign will be refreshed with new advertisements and resume in July 2024 with plans to continue until March 31, 2025. Ongoing efforts will continue to increase general awareness of Kickstand with young Albertans as well as other key stakeholders such as health provider, education, and parents/caregivers.

Integrated Youth Services Knowledge Creation & Dissemination

Ongoing, active participation in provincial and national development of integrated youth services. The commitment to aligning integrated youth services initiatives and create robust, sustainable and impactful change in Alberta will continue.

Participation in a range of research projects and evaluation of current impact will be a focus over the next year. Kickstand will also facilitate the Kickstand Network to come together, build supports, develop learning initiatives, share information and begin to create appropriate connections between community Centres.

Appendix A | Community Kickstand Centre Aggregate Statistics

Kickstand did not require communities to collect or report on appointment or service utilization statistics at their community centres prior to date. It was not an expectation for the following reasons:

- The communities were not providing services in alignment with Kickstand's integrated youth mental health hubs model of care,
- There was no continuous data collection and analysis process in place with PolicyWise,
- Data collection had been inconsistent under the previous contract,
- and the transition of the contract was disruptive to operations for previously mentioned reasons.

There were five communities that reported appointment metrics and they are aggregated as follows but please note that this is not a full representation of the impact of the Kickstand Network.



Five communities accounted for almost 3,800 total visits. All communities reporting appointment statistics have seen an increase in service users through natural growth within their community. Due to rapid increase, there were difficulties in some communities to maintain the current operations and focus on service model development to better align the projects with Kickstand's integrated youth mental health hub model.

As Kickstand continues implementation activities and communities are onboarded to the Kickstand Network as a Kickstand Centre, they will begin collecting data via the Greenspace Health Metrics platform. This will allow Network reporting on appointment metrics in addition to health and outcome data. As of March 2024, Phase 1 communities were in the implementation phase for data collection with anticipated start dates in the first half of the 2024.2025 fiscal year.

Appendix B

Kickstand Connect

April 1, 2023 – March 31, 2024

A VISUAL REPRESENTATION OF KEY APPOINTMENT METRICS AND ACHIEVEMENTS FOR THE YEAR.

New Uptake

949 New Users!

21 yo Average Age

Appointment Status Metrics

1414 participants requested 1026 appointments

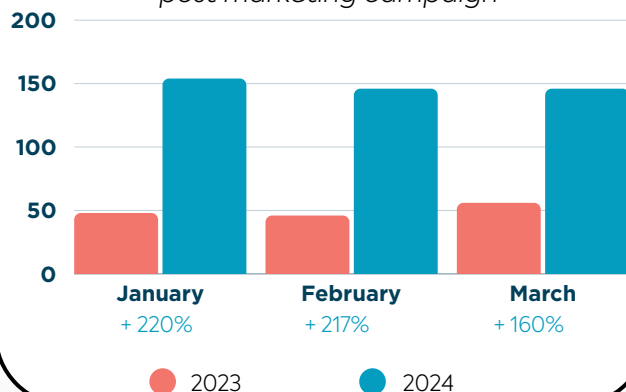
Completed Appointments: 904 **64%**

No Showed Appointments: 193 **14%**

Cancelled Appointments: 314 **22%**

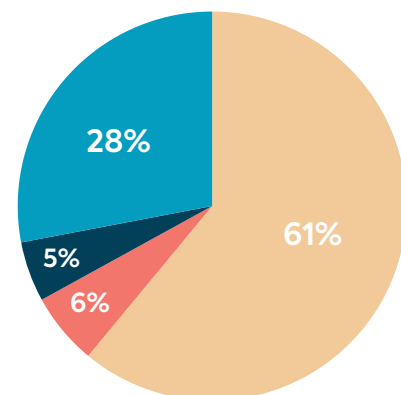
% Increase month to month

**post marketing campaign*



Appointments by Stream

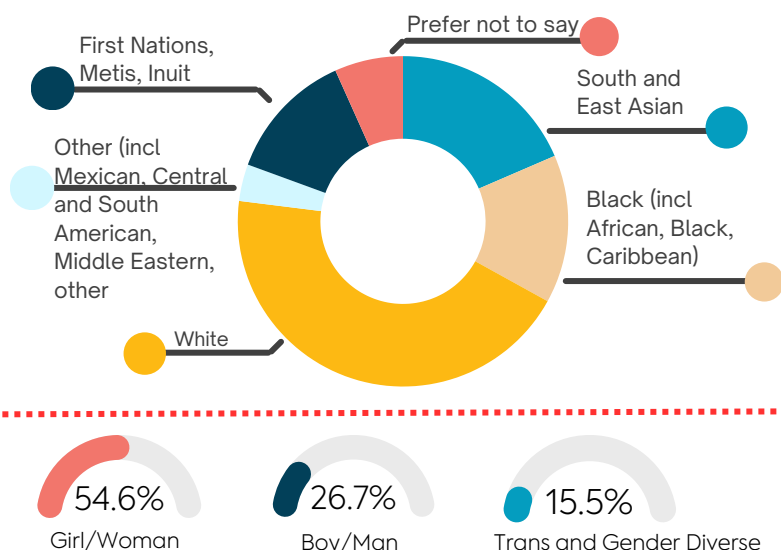
- Mental Health and Substance Use
- Groups and Workshops
- Peer Support
- Employment



Regional Uptake



Appointment Demographics




Statement of Financial Position | March 31, 2024

FINANCIAL STATEMENT

	2024	2023 (Unaudited)
ASSETS		
CURRENT		
Cash	\$ 1,784,661	\$ 689,555
Term deposits (Note 4)	1,008,803	500,000
Funding receivable	696,500	-
Accounts receivable	29,974	16,640
Interest receivable	30,319	6,559
Goods and services tax receivable	28,663	9,109
Prepaid expenses	10,500	-
	<u>3,589,420</u>	<u>1,221,863</u>
EQUIPMENT (Note 5)	<u>8,704</u>	<u>5,935</u>
	<u>\$ 3,598,124</u>	<u>\$ 1,227,798</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 149,334	\$ 19,534
DEFERRED CONTRIBUTIONS (Note 6)	<u>2,794,933</u>	<u>500,000</u>
	<u>2,944,267</u>	<u>519,534</u>
NET ASSETS	<u>653,857</u>	<u>708,264</u>
	<u>\$ 3,598,124</u>	<u>\$ 1,227,798</u>

APPROVED ON BEHALF OF THE BOARD



Director

Director



Director

Director

Statement of Reciepts and Disbursements Year Ended March 31, 2024

FINANCIAL STATEMENT

	2024	2023 (Unaudited)
RECEIPTS	\$ 3,280,012	\$ 739,819
EXPENSES		
Integrated youth hubs	1,900,264	-
Salaries and wages	611,675	411,655
Adminstrative (Note 7)	252,633	69,140
Kickstand connect	225,499	136,240
Evaluation	144,318	39,950
Advertising and promotion (Note 8)	112,131	39,480
Computer systems	63,854	48,908
Stakeholder engagement (Note 9)	32,667	19,066
Training	23,208	11,603
Amortization	1,627	659
Travel	-	1,890
	3,367,876	778,591
DEFICIENCY OF RECEIPTS OVER EXPENSES FROM OPERATIONS	(87,864)	(38,772)
OTHER INCOME		
Interest income	33,457	6,559
DEFICIENCY OF RECEIPTS OVER EXPENSES FOR THE YEAR	\$ (54,407)	\$ (32,213)

To Our Donors

Thank You for Your Support!



With our special thanks to the Mental Health Foundation for supporting Kickstand as our philanthropic partner, and to all donors, thank you for believing in our mission. Your generosity fuels our work and helps create brighter futures for young people across Alberta. Together, we're building a safe, welcoming space where every young person can find support.

*With heartfelt gratitude,
The Kickstand Team*

Thank You!

Check us out at
mykickstand.ca



@mykickstandca



"Visiting Kickstand Fort Saskatchewan"



"Backbone Team Ice Cream!"



"New Merch Drop"



"We went to Sylvan Lake"