



2017 Annual Report

The Concerned Kids Charity of Toronto
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The Concerned Kids Charity of Toronto

Our Mission

The Concerned Kids educates elementary school aged children about serious and sensitive subject matter, faced on a daily basis. Through the uniquely engaging art of interactive puppetry, young students are empowered to make kinder and informed choices, thus helping our schools and communities to become a safer place to live, learn and play.

Accomplishments

The Concerned Kids (TCK) exceeded all its expectations in 2017 and could not be more thrilled with the positive responses received from our young audiences and educators alike. With the 2017/2018 school year drawing to a close, our puppeteers have conducted 501 presentations, witnessed by 17,195 students at 77 schools...a 79% increase in student numbers. We have devoted 558 hours to training and rehearsals for our puppeteers, and 192 hours to performing.

Since 1988, this unique charitable organization has presented its interactive, educational puppet performances to some 567,000 elementary students in Toronto and surrounding GTA. TCK now offers 23 scripts in its current program rotation, addressing topics that include: mental health, bullying prevention, peer pressure, substance abuse, accepting differences, autism spectrum disorder and much more.

One of our newest and most popular programs, "Understanding Consent", developed for intermediate and senior students, teaches about respect for personal boundaries and how to form healthy and safe relationships. In broaching this sensitive topic, The Concerned Kids provides a thoughtful and measured look at an important subject that is as relevant now as it has ever been. "Autism Spectrum Disorder" is another program created based on requests from many educators. This program has been very well received in the school curriculum and is high on the roster of bookings.

Furthermore, for the 2017/2018 school year, TCK created a new Program Topic Guide, mailed to TDSB, TCDSB, and YRDSB Principals in the Greater Toronto Area. As a result, we have seen an enthusiastic spike in school bookings and referrals from teachers and principals alike. York Region, in particular, is one area where TCK has seen a major increase. In addition, we are delighted to have had opportunities to travel as far north as Keswick and as far west as Niagara on the Lake, both new territory for our charitable organization.

As we wrap up another successful school year, I would like a moment to acknowledge the beautiful, heartwarming letters that have been sent to TCK by numerous students who witnessed our programs this season. These letters reinforce the impact our presentations are having on our young audiences, and validate the need for The Concerned Kids' interactive, educational puppet performances to continue, helping to lead these young people down a path of renewed curiosity, empathy, and compassion.

As always, none of this would have been possible without the ongoing kindness and generosity of our sponsors, donors and foundations, and the continued commitment of our Board of Directors and our puppeteers.

In closing, I would like to extend my sincerest gratitude and offer a big thank you to all of our supporters! TCK is looking forward to another successful 30 years.

With warm appreciation,



Tinda Holland
Executive Director



What Teachers & Students are saying about our programs!

Did you Know?

593 educators completed the School Evaluation Form (100% return) during the 2017/2018 school semester with the following results:

- 90% of teachers indicated presentation was age appropriate for student's grade / development level (no change from 2016)
- 80% of teachers indicated presentation supported / enhanced classroom and guidance curriculum (no change from 2016)
- 89% of teachers indicated presentation increased student's awareness/knowledge of the topic (up 1% from 2016)
- 88% of teachers indicated presentation communicated important social and emotional concepts (no change from 2016)
- 80% of teachers indicated presentation was a strong springboard for further classroom discussions (up 5% from 2016)
- 65% return rate of student evaluation forms/letters.



Teacher Comments

Grade 7/8: "Understanding Consent Program. It was relevant to the students and they could relate. It also reinforced the importance of dialogue (communication). Some of the students will or are already in similar situations. The students responded very well to script (nobody was being foolish or immature). Excellent presenters/acting."

Grade 6: "I liked how you demonstrated the conversations between Mom & daughter, friend to friend & boyfriend to girlfriend. Excellent discussion about consent after the presentation. Puppets make an uncomfortable conversation more comfortable for students."

Grade 4/5: "I like how the characters were relatable to the students. The dialogue was at their level. Students were enjoying the performance. Quite serious, but important subject matter. Many students here put pressure on themselves and related to the subject. Students asked questions and enjoyed having them answered by the characters."

Grade 2/3: "Everything was excellent! Understanding Consent program is one of the best presentations I've seen in my 18 years of teaching!"

Grade 1: "Entertaining, but clearly communicated message for students of this age. Audience participation. Step by step strategies that this age level can relate to. Realistic situations presented...For example, getting separated from adult is very common or talking to strangers. Great skits. Excellent timing. Each one was long enough to maintain attention of the age level."

Kindergarten: "The puppets, and friendship pledge – great idea, great use of a variety of types of puppets – students can relate. Great job performing. Appropriate length for presentation. Students can relate to what the presentation is about, making friends/being a friend."

Student Comments

Grade 2: "I learned that you can fight with words."

Grade 3: "Today I learned that if you have a problem talk to someone you trust."

Grade 4: "I learned today that the older brother [puppet character Sean] carries around a rock. I am going to carry around a puck because I like hockey and I get depressed a tiny bit. When I get depressed, I am going to touch it and that will make me feel better".

Grade 4: "It made me happy when students were asking questions and they were being answered." "Today I learned that people with Autism can express themselves in different ways. I wish that we learned new things about Autism every day. I learned that sometimes if you ask people with Autism too many questions, they might get overwhelmed." "I learned that people with Autism may act differently, but they are still the same." "Today I learned that there are different types of Autism." "I wish people understand people with Autism more." "I learned about Autism and how everyone is good at different things."

Grade 5: "I know how it feels to be bullied [bullied], because I was bullied [bullied] last year when I was in grade 4. She would always pull my hat down and throw it on the floor. Once she did it for a month. I turned around and told her to 'STOP'. She said 'SORRY' and I said, 'it's OK' so we became best friend." PS – I loved your puppet show it was amazing! "Treat people the way you want to be treated. Don't bully people because of their looks, gender, country." "It's great that we have these kinda [kind of] groups, so it teaches kids what to do when you get bully [bullied] and why not to bully of course!"

Grade 6: "I learned all about drugs and how they can turn your life into a mess, how peer pressure is not good and no one should be pressured to do anything they don't want to do and taking drugs certainly will not make you cool...as well, all the people that say are your friends, but if they were your real friends they would be talking you out of the situation and not pressuring you."

Grade 7 & 8: UNDERSTANDING CONSENT "I really like the way you [The Concerned Kids] presented and the puppets made me feel like it's an actual person. I was impressed by the [puppet] accents. Everyone isn't the same, so we should ask before doing something. The most important part is about the person who needs personal space." "I learned what consent means: basically, another word for asking permission."



Board of Directors 2017

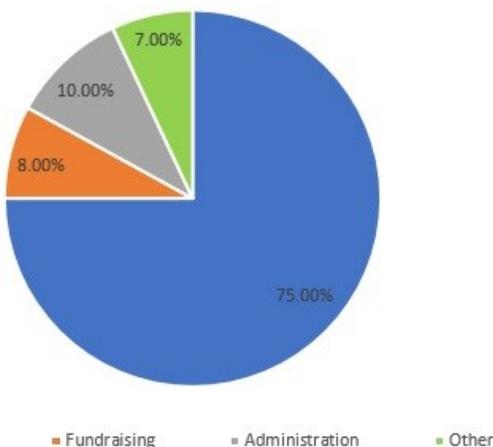
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Wayson Choy	Honorary Board Member

Tinda Holland Executive Director

Financials

Income		
Donations	\$191,902	
Fundraising	\$6,817	
Dr. Nevada	\$7,164	
Performances	\$4,750	
Ontario Trillium Foundation Grant	\$56,400	
Total Revenue	\$267,033	
Expenses		As % of Total Expenses
Program	\$104,997	75.00%
Fundraising	\$11,199	8.00%
Administration	\$14,000	10.00%
Other	\$9,799	7.00%
Total Expenses	\$139,995	
Excess of Income Expenses	\$127,038	Funding for golf tournament 2018
Ending Net Assets	\$71,956	

Use of Funds as a % of Total Expenses



Thank You to Our Community of Sponsors & Donors As we need your support!

Endorsing Change in Attitudes (\$100,000+)

Ontario Trillium Foundation
Wolf & Joseph Lebovic Foundation

Endorsing Change in Behaviour (\$25,000 - \$49,000)

Great-West Life, London Life, Canada Life

Endorsing Awareness of Social Issues (\$10,000 - \$24,999)

Endorsing Problem Solving Skills (\$5,000 - \$9,999)

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Ryan Duffy
Scotiabank Marathon Supporters

Supporting Interactive Educational Puppetry (up to \$999)

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Kristina Koroloff
Lisa Giblin
Lyndsay Tobin
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Marcia McEwen
Marie Curatolo
Mark Albert
Marlene & John Kalchos
Matt McDonald

Your generosity brings smiles to the faces of our young audiences, empowers them to take positive action and helps raise awareness about the important topics being presented. When students raise their hands during a post-show Q&A session, they always have incredibly powerful questions and comments, and their enthusiasm for the performances is clearly visible.

This is only possible because of you!

Your investment allows **The Concerned Kids** to present its socially relevant educational programming in a factual, unbiased, entertaining, non-threatening way. This helps children build problem-solving abilities, learn alternatives to bad or unsafe behaviour (right from wrong), and teaches them to act with kindness and respect, influencing them in a way that will affect them for years to come.

In order to continue doing this important work, **The Concerned Kids** needs your continued commitment and support. Your donation dollars go directly to providing a sustainable foundation, and your generosity allows **The Concerned Kids** to fulfill its mandate.

Thank you for being concerned!

Matthew Burt
May Helfawi
Meagan Whittaker
Melody McTaggart-Ashby
Michael North
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Mike Troubridge
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Steffanie Hamilton
Stuart Mitchell
Tamara Haberman
Terr-Ann Hurst

Theodore
Katsiroumpas
Tracy Smith
Umar Butt
Wendy Gibbs
Wilhelmina Holland
Will Reppen



Meet Mark Riley

Programs:
Fruit Stand, Cyberbully, Healthy Kids



It is the goal of The Concerned Kids, with its educational performances, to prevent problems before they happen.



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