

Grounded in Respect

Land Acknowledgement

At Jack.org, we want to take a moment to humbly recognize that the land we live, work, and connect on belongs to the First Nations, Inuit, and Métis peoples. This place we call 'Canada' is their traditional, unceded, and treaty land, known as Turtle Island. Our headquarters in Toronto sits on the land of the Huron-Wendat, Haudenosaunee, and the Mississaugas of the Credit, connected to the Upper Canada Treaties and the Dish with One Spoon Treaty.

We're grateful to live, work, and grow on this land. We know that with this privilege comes responsibility. As an organization driven by the mission to ensure every young person feels safe talking about and caring for their mental health, we recognize the unique challenges faced by Indigenous youth due to colonialism, systemic racism, and intergenerational trauma.

Jack.org is committed to reconciliation. We're working to decolonize our practices, partner with Indigenous communities, and provide culturally relevant mental health programming.

By doing this, we hope to support the Truth and Reconciliation Commission's Calls to Action, especially around closing the gaps in mental health care (#19) and respecting the distinct needs of Indigenous youth (#20).

We stand with Indigenous youth, ready to listen, learn, and act because we believe we can create a future where everyone feels supported.

Your Guide to Our Impact

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Our Message A Word From Our Leadership



Vivien Glencross



Michel Bergeron



Suzie Cho

For the last 15 years, Jack.org has been at the forefront of change for youth mental health. We have made enormous progress in ending the social ills that prevent young people who are struggling from getting the support they need. Together, we've created a paradigm shift in the way mental health is understood – more people than ever before understand that mental health is health, and the stigmatization of mental distress and shame about struggling has been drastically reduced.

This progress has only been possible because of the tireless work and support of the Jack.org community – the collective of young people, donors, sponsors, partners, and volunteers whose dedication and support is the reason we've had another momentous year at Jack.org.

This year, the first of our new strategic plan, was one of life-changing program launches and milestones reached. We lived into our strategic pillars: to inform, normalize and educate young people about mental health struggle; to build communities where belonging and support thrive; and we laid the groundwork to launch public policy advocacy next year, ensuring young people's voices are heard in decisions affecting their mental health. The impacts of our programs were felt in every corner of the country, with countless stories of how Jack.org has shaped young people's mental health journey, which we are proud to share in this report.

Still, the challenge before us is intensifying. Youth mental health is in a state of crisis globally, with record numbers of young people experiencing mental health distress, and languishing without the support they desperately need. Canada is lagging behind other industrialized nations, with some of the poorest mental health outcomes. Demand for our work is growing faster than our ability to meet it.

We know it's paramount to adapt and grow to meet these challenges head on.

As we put our new strategy in action, we've also held true to our core belief: that change to the youth mental health landscape can only happen when young people are partners in that transformation. Together with our youth network, we reached new groups of Indigenous and newcomer youth with programs designed with them to meet their needs. Jack Talks and Chapters brought communities of youth together to open the dialogue and learn mental health fundamentals. We also brought critical conversations into the classroom with the launch of our Educator Hub, providing a much-needed resource for teachers to use to bring mental health promotion into their classrooms, an area our youth network has told us is essential for their wellbeing.

Armed with the right knowledge and support, young people's mental health thrives. We know that there is still more to do – new communities to reach, barriers to tackle, and policies to introduce to create a world where no young person struggles alone. With the continued support of the incredible Jack.org community, we are steadfast in our belief that we can build a future where young people can thrive. Thank you for building that future with us.

Warmly,

Vivien Glencross
Acting President & CEO

Michel Bergeron
Co-Chair

Suzie Che Co-Chair

Youth Voices at the Forefront



Abeer Ansari



Ezechiel Nana

Young people across the country are at the forefront of the mental health emergency – supporting their friends and classmates, advocating for better systems, or struggling themselves. Young people know the challenges we're up against; and thousands of us are committed to being a driving force for change.

As Youth Network Advisors, we are proud to represent the thousands of young people whose work with Jack.org is building a future where mental health is a priority for everyone.

This year, Jack Chapter members demonstrated an incredible sense of leadership and community. We reached 24,500 Be There Certificate completions, teaching more young people than ever before how to support their friends in moments of struggle. We saw over 2,200 youth Jack Chapter leaders reach over 120,000 peers with mental health initiatives in their communities, and through Jack Talks, we normalized conversation, taught mental health essentials, and created space for open dialogue about mental health.

Our work is far from over. The challenges we face are daunting—suicide remains the leading health-related cause of death among youth in Canada, but together, we are making a difference. Every conversation, every initiative, every dollar towards the cause pushes us closer to a Canada where mental health is no longer stigmatized and where all youth have access to the support they need.

We are grateful to our supporters, donors, and communities across Canada for believing in our mission and standing with us. Let's keep working together to build a future where mental health is a priority, and youth voices and leadership are always at the forefront. By staying connected to youth experiences, we ensure our programs remain relevant and impactful, so no one has to navigate their mental health struggles alone

In solidarity,
Abeer Ansari Ezechiel Nana
Youth Network Advisor Youth Network Advisor

"Being part of the Jack.org network has shown me the POWER OF YOUTH-LED CHANGE. We aren't just talking about mental health—we're TRANSFORMING the way it's understood and supported across Canada. It's empowering to know that OUR VOICES MATTER."

- Abeer Ansar, Youth Network Advisor

About Jack.org Where No Young Person Struggles in Silence.

Jack.org is a leading Canadian mental health charity that works alongside youth to build communities and systems that support their mental health. Through its programs – Jack Talks, Jack Chapters, and Be There – young people gain the knowledge, community, and skills to take care of their mental health, support each other through struggle, and advocate for a world where young people's mental health can thrive.

Vision

A world where youth are mentally healthy, not in distress.

Mission

To work alongside youth to build communities and advocate for equitable systems that support their mental health needs.



Programs

Jack Talks are mental health presentations delivered by two youth speakers who've been trained to harness the power of their personal stories to foster connection and normalize conversation. They're all about educating peers on how to look out for themselves and each other, boosting mental health literacy, and spreading the word about local resources.

Jack Talks for Indigenous Youth are Talks that are designed to reflect the experiences, challenges, and strengths of Indigenous young people. Designed by and for Indigenous youth, participants learn culturally-relevant mental health essentials, which is followed by a sharing circle to foster connection and community.

Jack Chapters are driven by young leaders who work year-round to break down barriers to positive mental health in their communities. With support and mentorship from Jack.org, they run initiatives tailored to their peers' needs, raising awareness, smashing stigma, and encouraging help-seeking—all while building stronger, mentally healthy communities.

Be There is an award-winning digital resource that teaches users how to spot when a friend or peer is struggling, engage in tough conversations, and protect your own mental health while supporting others.



YOUTH-LED Inclusive Compassion

ACTION Resilience CONNECTION

Innovation Transformation Hope Advocacy

Equity COMMUNITY Empowerment

Rea Honest Relatable Approachable

Empathy Hopeful Optimistic Participation

Guide Cheer Encouragement

LEADERSHIP Expertise Peer-to-peer Education

Youth Voices Perspectives Engage RESPECT

Kindness Evidence-Based Curious

Our values and principles aren't just words— they fuel our fire. We stand for youth-led change because who better to lead the charge on mental health than the people living it every day.

Luca Bernardini's Story



At 18, Luca Bernardini faced mental health struggles after a high-profile incident at his school made headlines in the media. Luca struggled to cope with the negative attention and, recalling lessons learned at Jack Talk he attended, began to pay more attention to caring for his mental health and wellbeing. During his time as Wellness Vice President of his school's student government, he felt called to give back and to pay it forward to other young people by leading mental health initiatives with his school's Jack Chapter, knowing that these conversations can be the reason someone recognizes they're struggling and gets support. Jack.org became more than an organization for him—it was a lifeline for support and connection to like-minded youth.

Becoming a Jack Talks speaker taught Luca that mental health is just as important as physical health, and that it's okay to not be okay. "Jack.org didn't just give me information—they gave me human support and energy," Luca says. "It's powerful how Jack Talks allow everyone to take something different away. It's not just about the facts; it's about connecting with people and moving the needle forward on how we talk about mental health.

Now, at 22, Luca uses the skills he learned from Jack.org in all aspects of his life.



"JACK TALKS TAUGHT ME SO
MUCH. IT'S NOT JUST ABOUT
SHARING STORIES—IT'S ABOUT
REFINING THE MESSAGE, BUILDING
SPEAKING SKILLS, AND HELPING
OTHERS UNDERSTAND HOW SERIOUS
MENTAL HEALTH REALLY IS."

A Blueprint for Change

Jack.org's Strategic Plan

Last year, we introduced our strategic plan—a blueprint for the next big chapter in our journey to transform mental health. This plan crystallized our goals: to expand our life-changing programs, work closely with partners, reach more youth in need, and enable every young person to be a catalyst for change.

By working directly with young people and partners and conducting a deep examination of what is needed in the mental health landscape, we emerged with a plan to expand our reach and impact to communities where mental health conversation and support is needed. In the past year we have marked these incredible milestones:

Expanded Jack Talks for Indigenous Youth to include more in-depth stories about the relationships between culture, community, and mental health

Trained the first ever cohort of Indigenous Speakers to lead critical conversations about mental health within communities

Diversified the Be There Certificate's offerings to include learnings about navigating mental health struggle as a newcomer to Canada, seeking support for academic stress, and dealing with cultural stigmas about mental health

Launched the Educator Hub, a collection of mental health resources for educators to use to foster open conversation and build students' awareness and help-seeking skills

Scaled up Jack Talks with three different modules that organizers can use to tailor the Talk to the level of mental health understanding, age, and interests of the audience

Our work puts youth experience at the forefront, where it belongs. And our vital work alongside youth needs to be expanded to reach more young

people who need it. Building on our strong foundation of collaboration with partners and youth, we will design more offerings to meet the diverse needs of young people in Canada. We're doubling down on inclusivity, innovation, and impact, making sure no one gets left behind, and that no one struggles alone. We're not just imagining a brighter future—we're building it. Join us in making the movement for mental health the biggest of a generation, and build a world where young people can thrive.

Why It Matters:

Right now, suicide is the top health-related cause of death among youth in Canada. It's a crisis. We know the system isn't working for everyone—especially Indigenous, Black, and newcomer youth—so we're making sure their needs are prioritized. We believe every young person deserves someone to lean on when things get tough, and we're here to create safe and supportive conversations and communities.

Building on our vision and mission...

"JACK.ORG STRIVES TO CREATE A WORLD
WHERE EVERY YOUNG PERSON CAN NOT ONLY
SURVIVE, BUT THRIVE. BY WORKING TOGETHER, WE CAN BUILD COMMUNITIES THAT STAND
UP FOR MENTAL HEALTH, AND EVERY YOUNG
PERSON CAN GET THE SKILLS AND EDUCATION
THEY NEED TO LIVE HAPPY, HEALTHY LIVES."

Reclaiming Our Stories Jack Talks for Indigenous Youth

Jack Talks for Indigenous Youth create a safe and supportive space where Indigenous youth connect, share their stories, and explore mental health from a culturally relevant perspective.

Led by Indigenous youth, for Indigenous youth, these talks dive deep into navigating mental health struggles, dealing with stigma, and understanding the powerful relationship between culture, community, and wellness. Each talk ends with a sharing circle, offering participants an opportunity to reflect and support each other in meaningful ways.

In 2024, we expanded our outreach to Indigenous communities, delivering 40 Jack Talks specifically for Indigenous youth. Indigenous youth created spaces to discuss mental health through the lens of their traditions and community values.



"HEARING OTHERS TALK ABOUT THEIR STRUGGLES HELPED
ME FEEL LESS ALONE. IT REMINDED ME THAT MENTAL HEALTH
IS SOMETHING WE ALL FACE, AND THAT OUR CULTURE AND
COMMUNITY CAN BE A SOURCE OF STRENGTH."
- INDIGENOUS YOUTH PARTICIPANT



15 Years of Jack.org: RAISING VOICES AND SPARKING CHANGE

Fifteen years ago, Jack.org started with a simple yet powerful idea: that youth should lead the conversation on mental health. Here we are -15 years later - celebrating how far we've come together. From our first Jack Ride to launching hundreds of Jack Chapters across Canada, every milestone has been a step toward breaking down barriers and making mental health support accessible to everyone. This anniversary is a reminder that we can do great things in record time when we work together with a unified vision of a better world.



* OUR ORIGIN

Jack's Legacy Begins: After the tragic loss of Jack Windeler, his family and friends come together, sparking a movement to change the conversation around youth mental health.



Jack Talks Launch: We kick off our Jack Talks program, bringing peerto-peer mental health education to schools and communities across



Reaching New Heights: Jack.org expands to every province and territory in Canada, becoming a truly national movement for youth mental



Navigating the Pandemic: Amidst the challenges of COVID-19, the Jack.org community rallies to support virtual programming and digital resources, ensuring continued support and connection for youth across the country.

Amplifying Voices: Jack.org launches tailored programs for Indigenous youth, ensuring mental health conversations are culturally relevant and inclusive.

* FIRST JACK RIDE



Pedaling for Change: The first-ever Jack Ride unites a community of change-makers dedicated to raising awareness and funds for youth mental health.



THE BIRTH OF JACK.ORG

Our Mission Takes Shape: Jack.org is born as a pilot project to ensure no young person feels alone in their mental health



Jack Chapters Expand: The first Jack Chapters are established, empowering young leaders to take action in their communities.



Be There is launched: The digital learning resource provides young people with 5 Golden Rules and real-life scenarios to learn how to support friends and peers through mental health challenges.



A Milestone Year: We celebrate 15 years of Jack Ride, bringing our incredible community together to support programs to reach more youth than ever before.

And Beyond:

The journey doesn't stop here. Our path has been filled with incredible stories and moments of growth, resilience, and unity. As we look ahead, we're more determined than ever to continue driving change.

Mental Health in the Classroom:

This year, we launched the Educator Hub, a collection of classroom-ready mental health learning resources for teachers to use to build mentally healthy classrooms. This groundbreaking resource covers fundamental learnings: recognizing mental health struggle, supporting someone who's struggling, practicing self-care, and seeking professional support. With the Educator Hub, teachers get the resources they need to make sure students get the mental health education they deserve.

Real People. Real Change.

Partnerships Powering Mental Health Advocacy

In 2024, our partnerships made it clear that when we come together, we can create lasting change. We continued to challenge the status quo, pushing for a world where mental health is a priority for everyone.



Over 400 Jack Talks delivered by trained youth speakers

161 Jack.org Chapters across the country,

over **539** initiatives.

These numbers are more than just

stats. Every conversation started,

every program completed, and every

dollar raised brings us closer to a

world where youth mental health is

a priority for everyone. Let's keep the

momentum going!

empowered 2,200 youth

leaders to create change and

impact their communities with



More than 26,000 people reached by Jack Talks



More than 24,500 people earned their Be There Certificate



Jack Ride brought together 963 riders and 7,175 donors raising over \$1.6 million to keep pushing for better mental health for all Youth



Over 10,000 people have explored the Educator Hub's resources

IMPACT

Jack Talks:

72%

of youth who attended a Jack Talk said they walked away with new skills to support themselves and their friends.



of participants felt more confident in recognizing when someone is struggling, 80% actually used those skills to help a peer in need

Jack Chapters:

940/0 found their experience valuable

83% felt more connected to their communities

75% (:

said their Chapter boosted their overall sense of wellness and belonging

Support and Self-Care:

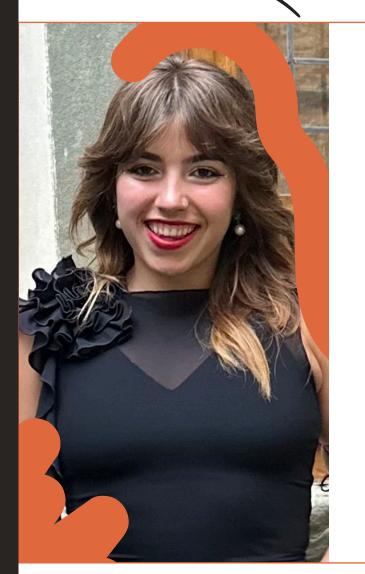
92%

of young people felt proud of the support they provided after completing our programs

90%

felt more empowered to take care of their own mental health after completing the BTC

Meredith Rose's Story



Meredith Rose, a 20-year-old mental health advocate, lived in what she describes as a 'toxic household.' Unsure of how to cope, she turned to social media, sharing her struggles and how she was working through them. That's when she realized something powerful – that her voice matters. She hoped to show others that their voices matter too.

Through her advocacy, Meredith accomplished incredible things, like running an inner child healing workshop and publishing a poetry book on mental health. She wanted to get more involved and so she became a Jack Chapter Lead. Meredith is passionate about creating trauma-informed spaces like the project, 'Spill the Tea,' which provides safe, judgment-free zones for youth to share their experiences.

As a queer person, Meredith knows how hard it can be to find spaces where you truly fit in. Jack.org has been that space for her—a place of acceptance, creativity, and empowerment.

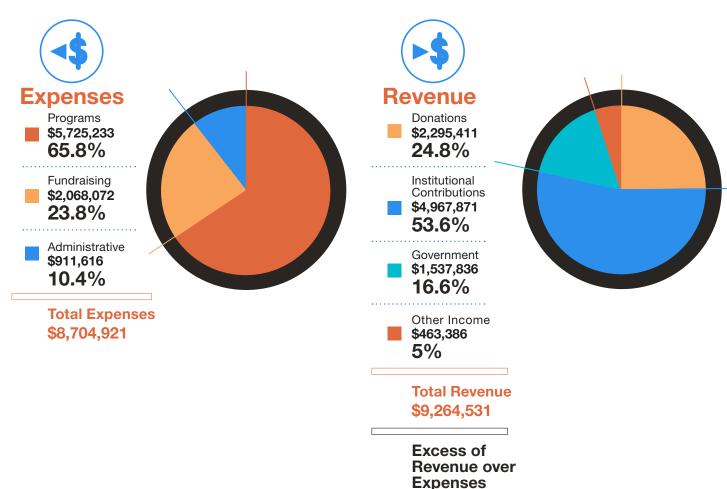


"JACK.ORG GIVES YOU PERMISSION TO BE YOURSELF," SHE SAYS. "IT'S A PLACE WHERE YOUTH SUPPORT EACH OTHER THROUGH THEIR DARKEST STRUGGLES TO FIND HOPE TOGETHER."

Making it Happen: One Dollar and One Conversation at a Time

In 2024, we made every dollar count. Thanks to the incredible support of our donors, partners, and fundraisers, we were able to expand our programs and reach more youth across Canada. From Jack Ride to individual contributions, your generosity allowed us to drive forward our mission of making mental health support accessible to all. This year, we didn't just meet our goals—we exceeded them, putting us in a stronger position to create even bigger impacts next year. Looking forward, we're excited to continue building on this momentum, ensuring that every young person gets the help they need, when they need it.

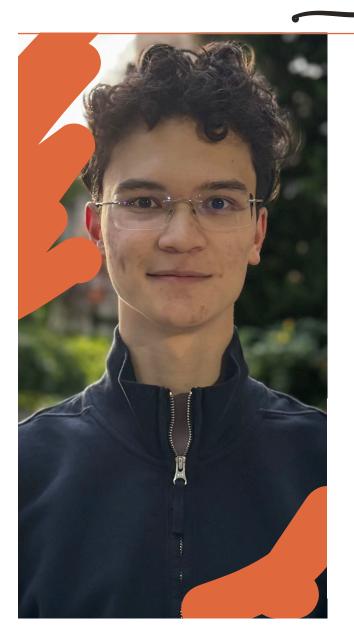
2024 Audited Financial Statements Statement of Revenue & Expenses*:



*For Financial Year ending June 30th, 2024 ** Excluding non-recurring brand development expenses

\$559.610**

Dzhafar Kabidenov's Story



Meet Dzhafar Kabidenov, a 21-year-old international student at the University of Toronto's St. George campus and a passionate advocate for youth mental health. Dzhafar first got involved with Jack.org through the Be There Certificate (BTC), an online training program that breaks down mental health into relatable, practical lessons. For Dzhafar, BTC was more than just training—it was a tool to spark connection and change.



"BTC TEACHES YOU THAT YOU ARE ENOUGH AND SHOWS YOU HOW TO SPOT THE SIGNS WHEN SOMEONE MAY BE STRUGGLING."

As an incoming Jack.org Network Representative, Dzhafar is part of a team of 13 young leaders helping shape Jack.org's direction. For him, the BTC is crucial because it cultivates ambassadors who make real, positive changes in their peer groups. "It's more than just a certificate—it helps people become friends, build community, and make our world a better place," Dzhafar says.

The certificate makes mental health easier to talk about, but it also helps students like Dzhafar feel connected to something when they're far from home. "The training is interactive, encouraging, and perfect for people new to Canada," Dzhafar adds.

Dzhafar's journey shows that, when equipped with the right resources and knowledge, young people have the power to build connection and community to shape a brighter, more united future for mental health.

Supporters and Donors

Donors and supporters are the heartbeat of everything we do at Jack.org. You're the reason we're able to empower youth across Canada to take charge of their mental health and to make real changes in communities across the country. Your generosity isn't just funding programs—it's fueling a movement. Together, we're breaking barriers to build a future where mental wellness is within every young person's reach.

Visionary Partner

Financial contribution from

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- Jack Ride

Lead Be There

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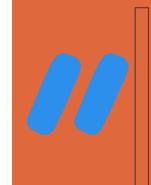
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Jack Ride: "Jack Ride is proof that when we come together, we can make a REAL DIFFERENCE. Every pedal stroke felt like a push towards a future where youth and mental health matter. Jack Ride wasn't just about raising funds—IT WAS ABOUT RAISING AWARENESS AND CREATING LASTING CHANGE."

Geoff, Jack Ride participant



The Power of Us

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Board Co-Chair

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Ezechiel Nana

Youth Network Advisor

Zach Pendley

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Board Member

Eric Windeler

Co-Founder

Our Executive Team

Vivien Glencross

Acting President & CEO

Vice President, Development

Trinez Abrahams-Alleyne

Vice President, People & Operations

Greg Tracey

Vice President, Operations

With Gratitude

Thank you for joining us in building a future where no young person struggles in silence.

Together, we are not only PREVENTING DISTRESS, but we are also setting up youth across Canada with the foundation they need to THRIVE IN MENTAL WELLNESS. We are grateful to have you along for the journey.

We Are Here

243 College Street, Suite 200 Toronto, ON M5T 1R5 (416) 425-2494 hello@jack.org jack.org Charitable Organization Number 84852 1837 RR0001

Stay Connected







