

## ANNUAL REPORT 2008

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KIDS UP FRONT FOUNDATION TORONTO  
32 Atlantic Avenue Toronto, Ontario M6K 1X8  
[www.kidsupfront.com](http://www.kidsupfront.com) CCRA # 805044542 RR0001

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## Kids Up Front Foundation Toronto Message from Lindsay

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"You've truly expanded their world."

**Michael, Youth Worker,  
UrbanPromise, Toronto**

"I had no idea that the seats were box seats, he was over the moon about having his own waiter! I think you have made his year!"

**Laura, Teacher, Oakridge PS, Toronto**

"I'm not just saying this because my mom told me to but really thank you thank you thank you Kids Up Front."

**Tiffany, age 8, Toronto**

"It's so so so cool that you would do this for my family. We could never ever afford to go to see the theatre specially the third row."

**Teshawna, age 12, Toronto**



**Lindsay Oughtred  
Executive Director  
Kids Up Front Foundation Toronto**

Every time another annual report rolls around, I get a chance to step back and look at how we're doing. And, each year, I have been struck by just how fortunate we have been. I could easily devote this whole message to simply thanking the many, many people and organizations who have supported our efforts this year including Corus Entertainment (our home), Kim Chisolm (our event chair), Chris Butler (our fabulous volunteer from L'Arche) and our many generous individual, foundation and corporate donors. But this year, I'd like to simply give an enormously large and honestly heartfelt thank you to all who have been involved with Kids Up Front in 2008 whether it's been through a donation of two tickets or a monthly gift - thank you for helping us help kids.

Equally, I could fill a page (or two) just outlining our achievements. We have now had the privilege of sending more than 60,000 children and their families, most for the first time, from more than 100 agencies and schools to events valued at 1.9 million dollars. But even a quick look through the annual report will reveal that, by any measure, 2008 was a tremendous year for us.

Instead, this year I'd like to use my annual report real estate to give you all a chance to see something we at Kids Up Front get to appreciate on a daily basis. Wonderful feedback.

"I do not think it is an exaggeration to say that before Kids Up Front, none of our children had been to a live concert or theatre, or to a live sports event."

**Susan, Director of Development,  
Safehaven, Toronto**

"Thank you so much. It's 11:30 at night and we have just come home. Maria came home exhausted but over the top excited. The seats were front row. Thank you for giving our family a memorable evening."

**Maria's parent, Toronto**

While looking back over the past 12 months creates a feeling of tremendous optimism, the reality of a tough year ahead can't be ignored. Difficult economic times make it that much more difficult for people to give - but it makes it that much more important too. The number of kids living in poverty in Toronto is skyrocketing but with your continued support in 2009 we will continue to help these kids find the place they deserve...RIGHT UP FRONT!

Yours truly,

A handwritten signature in blue ink that reads "Lindsay Oughtred".

Lindsay Oughtred

## Kids Up Front Foundation Toronto Programs

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The level of family income plays a crucial role in the child development process. According to the Canadian Council of Social Development, almost 3/4 of children and youth in lower income families rarely participate in organized community activities compared to children in higher income families. Kids Up Front Foundation (Toronto) is deeply concerned with the resulting social isolation faced by a growing number of children in Toronto and addresses this discrepancy by providing access to educational and entertaining events for these children and their families. Our program offers healthy alternatives to kids' leisure time and enhances the quality of life for children, youth and families facing multiple barriers and challenges. We give families a chance to enjoy an event together that would otherwise not be possible due to financial or other constraints.

### Kids Up Front offers two programs for our children and youth:

**Can't Use Your Ticket?** is our trademark program. Unused tickets and thus empty seats are recycled to the youth of our registered agency partners.

**Kids Count!** is our event-based program that focuses on making a ticket more than a ticket. These events are done in partnership with corporations and individual donors wishing to help us make a difference in kids' lives by funding a specific event.

### Benefiting Kids and Community

Many of the benefits to the children served through our programs are immediate, but have the potential to be far reaching and long lasting. Research shows that fun, entertaining and educational social experiences positively contribute to the development of children. By providing access to safe and entertaining events, we can help to lessen the negative effects suffered by children who live in poverty and isolation. Furthermore, by engaging these children in the larger community and treating them like "privileged" children, we give them value and strengthen their self-worth.

At Kids Up Front, we see the ticket as a catalyst toward healing children, bonding families and uniting communities. We work hand-in-hand with our partner agencies. Our partners provide children with basic life essentials—food, shelter, clothing, emotional support and guidance. Kids Up Front nurtures their spirits!

### Did you know?

- Close to 1.2 million Canadian children; almost one child out of every six or 17.7% lives in poverty
- 52% of low income children live in single parent families
- 49% of children in new immigrant families and 34% of children in racial families are poor
- 40% of off reserve Aboriginal children live in poverty
- 1 in 4 children in First Nations Communities lives in poverty
- 12.4% of children (14 and under) are living with disabilities



### Key benefits of the Kids Up Front program are:

- Children benefit from developing a sense of belonging; feeling included; gaining exposure to "normal" educational and entertaining childhood experiences
- Parents benefit from feeling valued; having the means to give their child a special experience; reconnecting with their child in a positive way
- Families benefit from sharing constructive leisure activities which encourages positive social interaction between parents, children and siblings; healing and strengthening relationships
- Donors (individuals and corporate) benefit from making a difference; enhancing the quality of life of children; showing they care
- Communities benefit from having engaged citizens; strengthening of community values; inspiring future leaders

## Kids Up Front Foundation Toronto 2008 Program Highlights

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"Kids Up Front has afforded our youth many opportunities. It is my sincere belief that without the events and opportunities that Kids Up Front offers us, we would not be as rich and vibrant as we are today."

Saleem, Youth Worker, East Metro Youth Services

"The free tickets through Kids Up Front donations have helped reduce the social isolation that many of our clients struggle with and allowed them a chance to involve their children in events that is so beneficial to their overall health and wellbeing. Kids Up Front has been invaluable in helping us make a positive difference."

Greg, Public Relations, People with AIDS Toronto

"...I will never forget seat number 56 - Raptors vs Pistons."

Newton, age 17, Toronto

"Thank you so much for your donation of the tickets. The three youth that came with me had the opportunity to visit the Air Canada Centre and see the Leafs play. The faces of seeing the game live was priceless. One of our youth had never seen an ice rink! To share in that experience was great. I am sure that this will be something they will never forget.

Thank you for letting me be a part of an important experience with the youth."

Community parent for "the Spot"  
Jane/Finch Community and Family Centre

Youth and their youth workers enjoyed true luxury in corporate suites at **New Kids on the Block, Feist, Tina Turner, Madonna, Spice Girls, AC/DC** and **Elton John**.

School groups and families enjoyed **You're a Good Man Charlie Brown, Twelve Angry Men, The Sound of Music, The Genee International Ballet, Nicholas Nickleby, Cirque Du Soleil, Cinderella** and **The Nutcracker**.

Families spent quality time together at **The Toronto Zoo, Ontario Place, the CNE, the ROM, the CN Tower, Medieval Times, Pioneer Village, the AGO** and the movies.

Young sports fans saw their favourite teams for the first time in corporate suites and in great seats at **the Leafs, Raptors, Toronto FC, Blue Jays, Argos, Toronto Rock, Marlies** and even **the Bills!**



## Can't Use Your Ticket? We can!



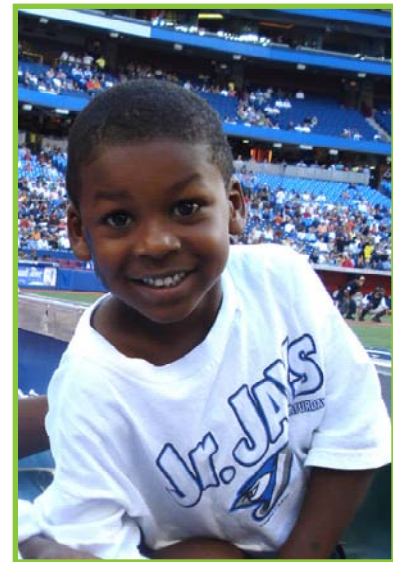


## Kids Up Front Foundation Toronto 2008 Agency Partners

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Arts for Children  
 Autism Ontario- Durham Region  
 Beatz to da Streetz  
 Big Brothers Big Sisters of Toronto  
 Black Daddies' Club  
 Bloorview Kids Rehab Foundation  
 Boost, Child Abuse Prevention and Intervention  
 Boundless Adventures  
 Bruce Junior Public School  
 Cabbagetown Youth Centre  
 C.A.L.C. Secondary School  
 Camp Oochigeas  
 Canadian Centre for Abuse Awareness  
 Canadian Mental Health Association  
 Central Neighbourhood House  
 Centre for Addiction and Mental Health:  
 Child, Youth and Family Program  
 City of Toronto Parks and Recreation  
 Chaminade College School  
 Culturelink Settlement Services  
 DA Morrison Middle School  
 Delisle Youth Services  
 Down Syndrome Association of Toronto  
 Driftwood Community Centre  
 East End Community Health Centre  
 East Metro Youth Services: RISE Program  
 Emery C.I.  
 Epilepsy Mississauga  
 Eva's Initiatives  
 Five Counties Children's Centre  
 Flemington Public School  
 Frank Oke Secondary School  
 Game Day for Kids  
 Genesis Community Daycare Centre  
 Geneva Centre for Autism  
 Greenholme Junior Middle School  
 Griffin Centre  
 Horizons for Youth  
 Interval House  
 Jake's House for Children with Autism  
 Jane Finch Community and Family Centre  
 June Callwood Centre for Women and Families  
 Jewish Immigrant Aid Services  
 John McCrae Senior Public School  
 L'Arche Toronto Homes  
 Leave Out Violence LOVE  
 Make-A-Wish Toronto & Central Ontario  
 Malvern Family Resource Centre  
 Ministry of Children & Youth Services:  
 STEPS Program  
 My Community Homework Club  
 Native Child and Family Services of Toronto  
 Nellie's  
 Newcomer Women's Services Toronto  
 Niagara Falls Big Brothers Big Sisters  
 North York Community House  
 North York Women's Shelter  
 Oakridge Junior Public School  
 Parkdale Collegiate Institute

Pam Fanjoy and Associates:  
 "Helping Kids Through Life Transition"  
 Pathways to Education:  
 Regent Park Community Health Centre  
 P.E.A.C.H: Promoting Economic Action  
 and Community Health  
 Peel Adult Learning Centre:  
 Youth Host Program  
 Perth Academy for Early Learning  
 Promoting Excellence  
 Pine Bay Foundation/Camp Winston  
 Regent Park School of Music  
 Regesh Family and Child Services  
 Rexdale Community Health Centre  
 Romero House  
 Ronald McDonald House  
 Rose of Durham Young Parent Support Services  
 South African Women for Women  
 Starlight Children's Foundation  
 St. Alban's Boys & Girls' Club  
 St. Christopher House  
 St. Michael's Hospital  
 Syme:  
 Woolner Neighbourhood & Family Centre  
 The Elms Jr. Middle School  
 The Hincks: Dellcrest Centre  
 The Hospital for Sick Children  
 The George Hull Centre  
 The Safehaven Project for Community Living  
 The Special Olympics  
 The Teresa Group  
 Toronto COUNCIL FIRE Native Cultural Centre  
 Toronto Kiwanis Boys & Girls Clubs  
 Toronto Council Fire Native Cultural Centre  
 Toronto City Mission  
 Toronto Parks and Recreation:  
 Adapted and Integrated Services Camp  
 Toronto People with AIDS Foundation  
 Toronto Police Service 55 Division:  
 Community Response Unit  
 Tourette Syndrome Foundation of Canada  
 Toronto Child Abuse Centre  
 Touchstone Youth Centre  
 Tropicana Community Services  
 Tumivut Youth Shelter (NaMeRes)  
 Turning Point Youth Services: Clifton Program  
 University Settlement:  
 Children and Youth Programs  
 UrbanPromise Toronto  
 Voice for Hearing Impaired Children  
 Warden Wood Community Centre  
 West Scarborough Boys and Girls Club  
 World Literacy of Canada:  
 Regent Park Program  
 Youth Assisting Youth  
 Youthlink  
 Youth Without Shelter  
 Yorktown Family Services  
 Youthdale Treatment Centers



"A lot of our clients would never have the opportunity to go to the shows/events due to either family circumstance or low income situations. It increases cultural awareness and allows our youth to experience and look forward to times of fun and excitement."

**Linda, Youthdale**

"These tickets let kids be "kids"; they provide families with a family outing and an opportunity to spend time together outside of the hospital!"

**Caron, Sick Kids**

"Families can bond and share a fun positive time together. Children are given an opportunity to participate in arts and sports venues which help them develop their own interests and talents. It is a chance for some to leave their community, some rarely get a chance to leave their own neighbourhood and see life outside their own worlds."

**Michelle, TDSB**

"My families/children at University Settlement and Recreation Centre are blessed by your hard work and dedication, and the generosity of corporations, sports groups, etc. Thanks a million and one!"

**Derry, USRC**

## Kids Up Front Foundation Toronto Supporters

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"I think that you are lovely for giving us tickets to the Nutcracker. We had a fun time and the sugar plum fairy was wonderful and beautiful."

Lucy, age 7

"My name is Sabrina, and I want to say Thank You to Kids Up Front, for giving me tickets for me and my brother Bruno to go watch the show Cinderella.

We had a great time, we took the subway to downtown. We had dinner at the food court in the Eaton Center and then we went to watch the show.

The show had lots of songs, and it was really funny. Cinderella's step sisters and step mother were very ugly and very funny, and they looked like boys dressed up. I had lots of fun. Thank you! "

Sabrina, teenager



### Champions 2008



### Foundations 2008

The Ben and Hilda Katz Charitable Foundation  
The Bitove Foundation  
The Black Family Foundation  
The BLG Foundation  
The Conn Smythe Foundation  
The F.K. Morrow Foundation  
The Harold A. Kopas Charitable Foundation  
The Harry E. Foster Charitable Foundation  
The Leafs Fund  
The Pocket Fund  
The Raptors Foundation  
Toronto Zoo Foundation  
TELUS Toronto Community Board

### Corporate Donors 2008

Armstrong Partnership LP  
Barrday Inc.  
CIBC  
CHUBB Insurance  
ETFO Toronto  
Gluskin Sheff + Associates  
Jonesy  
Max Trax Digital Radio

Tarion Warranty Corporation  
TELUS  
Trent Valley Sand and Stone Limited  
Petro Canada  
Rogers  
Xerox Global Services

## Kids Up Front Foundation Toronto 2008 Supporters Continued


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### 2008 Individual Donors

Alison Booth & Jeff Campbell • Alison Brooks • Allison Gryspeerdt • Amy Cairncross • Amy Fisher & Bill Holy • Amy Wilson • Andrea Lafayette • Andrew McCreath • Andrew Peat • Angeline WO • Anna-Maria Mountfort • Anna Shaw • Anne & David Taylor • Barbara Roland • Barb & Winn Oughtred • Barb Taylor • Barry Grant • Beau Zahrai & Cydney Bolton • Bruce Lloyd • Burton Winberg • Blair Levinsky & Andrea Lenczner • Brigitte & Scott Kopas Metcalfe • Catherine Retter • Chris Pandoff • Claire & David Cameron • Claire Sturgess • Colin Bohm • Dale McIntosh & Garth Nichols • David Huszar • David & Sally Chalmers • David Worts • Deborah Smith • Denise & David Costa • Denise Starritt • Di & Ivan Miller • Di Gartley • Diana Soloway • Diane Gilday • Donald & Mae Richardson • Dr. Robert Gordon • Elaine K. Roberts • Elliot Gardiner • Erica Smith • Fernando Teixeira • Gail Todgham • George D. Elliott • George Oughtred • Ginny Townson Sedik • Gordon Samuels • James Price • Janet Graydon • Janet & Tim Kennish • Jeffrey Dermer • Jill & Norm Quick • Jim & Marci Edwards • Joe Canavan • John Amardeil • John & Linda Lamacraft • John Craig • John Fletcher • John McKinlay & Candice Esbin • John & Rosemary McIntosh • John R. Palmer • Jonathan Broer & Maureen Marshall • Jonathan Huth • Judy & Peter Russel • June Oughtred • Katherine Gurney & Andre Nowakowski • Kathleen Ritchie • Kathryn Oughtred • Karen Atkinson • Kiersten Taylor • Kim & Ted Chisolm • Liane Downs • Marg & Steve Arnold • Marjorie Dedman • Marina Laccona • Mark & Marion McBurney • Martha & George Butterfield • Mary & Jim Fisher • Mary Davie • Mary Pat & Robert Armstrong • Michael & Janet Boughner • Michael & Rosemary Edwards • Michelle Farmer • Miles Myndham • Nancy Garrow • Norman Graham • Pamela Lehn • Pamela N Rosenthal • Paul Derksen • Peter & Elinor McKergow • Peter Anderson • Peter Douglas • Peter Giacomelli & Chanda Carr • Peter & Judy Russel • Randy Witten • Rebekah Nugent McIntosh • Robert & Suzanne Weiss • Robert Gordon • Robert Rafuse • Roger & Carolyn Swindall • Roland Rampf • Rosedale United Church • Ross Dedman • Sally & Ted Conrod • Sandra Macnaughton • Sara Pickersgill & Andrew Morris • Sarah Wright • Shannon Langton • Sue Macaulay • Susan Gudofsky • Susan Thompson • Tammy Seybold • Terra Rebeck • Valerie Dyer • Victoria Prince • Wayne & Susan Musselman • William Cillufo

### 2008 Frequent Ticket Donors

Ajay Virmani • Allied Advertising • Andrew Peat • Andres Yamsuan • BLM Transport • Bunch Family • Canadian National Exhibition Association • Cargojet • Casa Loma • Celestica Inc. • Cirque du Soleil • Cirque Eloize Nomade • Civic Light Opera Company • Corus Entertainment • David Wolfe • Dow Chemical • Don Jones Productions • Emerge Entertainment • Famous Players • Flip Publicity and Promotions • G. Jones • Garden Bros. Circus • Inner City Angels • IMG Consulting • Jeff Devine • Joe Rockheads • Kellogg Canada Inc • Kidomo • Koffler Centre of the Arts • Lorraine Kimsa Theatre for Young People • Lowell Berger • Luminato • Maple Leaf Sports and Entertainment • Media Expert • Medieval Times • Michael Solway • MTS Allstream Inc. • Neil Stevens • Mirvish Productions • Mongrel Media • North York Astros • Ontario Place • Parmalat • Peter Farlinger • Ross Petty Productions • Roy Thompson Hall • S.C. Seymour • SC Johnson • Solar Stage • Soulpepper • Sprockets International Film Festival for Children • Stage West • Stars on Ice • Terry Fullerton • The AGO • The Air Canada Centre • The Barenaked Ladies • The Canon Theatre • The Diesel Theatre • The Elgin Theatre • The Harbourfront Centre • The Hockey Hall of Fame • The Music Hall • The Ontario Science Centre • The Panasonic Theatre • The Ricoh Coliseum • The Rogers Centre • The ROM • The Royal Canadian Agricultural Fair • The Toronto Argonauts • The Toronto Maple Leafs • The Toronto Marlies • The Toronto Raptors • The Toronto Blue Jays • The Toronto Zoo • The Elgin Winter Garden Theatre • Tim Murray • Timothy Miles • Todd Stein • Torys LLP • Toronto FC • Toronto Kids Show • Toronto Rock Lacrosse • Toronto International Film Festival • Trimac • Union Carbide • Urbacon • VK Images



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**Kids**  
up front

and  
**TELUS®**

invite you to  
**You're a Good Man,  
Charlie Brown (and more)**  
at LKTYP

on Saturday November 15, 2008.

The pre-show party will  
begin at 12:30pm, performance  
starts at 2:00pm sharp.

Lorraine Kimsa Theatre for Young People  
165 Front Street East (south side, just west of  
Sherbourne), Toronto, ON M5A 3Z4  
416 862-2222 | www.lktyp.ca

A ticket from the Kids Count event TELUS presents "Kids Up Front at the Lorraine Kimsa Theatre for Young People".

Thanks to support from The TELUS Toronto Community Board, hundreds of kids and their parents enjoyed the LKTYP Production of **You're a Good Man Charlie Brown** as well as pre-show activities including face painting, tattoos, entertaining super heroes and snacks.

# Kids Up Front Foundation Toronto Financial Summary 2008



## Kids Up Front Foundation Toronto Board Members

**President**  
David Huszar

**Secretary**  
Victoria Prince

**Treasurer**  
Karen Atkinson

**Director**  
Dale McIntosh

**Director**  
David Fletcher

**Director**  
Gordon Samuels

**Director**  
Mike Armstrong

## Kids Up Front Foundation Toronto Staff

**Executive Director**  
Lindsay Oughtred

**Program Coordinator**  
Julia Wallace

**Accounting Services**  
Andrea Bunker

## Kids Up Front Foundation Toronto Balance Sheet at December 31, 2008

### ASSETS

Cash	116,955.45
Accounts Receivable	9,417.90
GST Receivable	647.91
	<u>127,021.26</u>

### LIABILITIES AND ACCUMULATED SURPLUS

Accounts Payable	4,760.00
Unrestricted Net Assets	122,261.26
	<u>127,021.26</u>

## Kids Up Front Foundation Toronto Statement of Operations

### REVENUE

Donations In-Kind	639,509.29
Donation Receipts	156,398.05
Fundraising Events	35,111.00
Interest Income	1,205.28
	<u>832,223.62</u>

: 639,509.29 in-kind revenue;  
192,714.33 cash revenue

### EXPENDITURES

Tickets Granted	634,059.29
Audit & Accounting	5,057.06
Bank Charges	923.03
Cell Phone & Blackberry	1,812.73
Employee Development	1,339.95
Insurance	918.25
Kids Count Programs	19,626.18
Office Supplies	524.86
Program Support	1,214.30
Rent, Printing & Postage	4,800.00
Salaries, Payroll & Benefits	103,775.55
Transportation & Travel	1,261.29
	<u>775,312.49</u>

: 639,509.29 in-kind expenses;  
135,803.20 cash expenses

Net Receipts 56,911.13