



National Office: 471 Smythe Street, PO BOX 27009, Fredericton, NB, E3B 9M1

Tel: 877-352-4497

Fax: 866-780-3592

E-Mail: Info@BullyingCanada.ca

SECTION 2 COUNCIL CORRESPONDENCE (2017.01.06)
Executive Committee (2017.01.26)

Mayor and Council
City of Burnaby
4949 Canada Way
Burnaby, British Columbia V5G1M2

No other organization stands on the front lines of Canadian schools to facilitate communication between parents and teachers that are working to resolve a bullying situation.

December 19, 2016

RE: FINANCIAL DONATION IN SUPPORT OF BULLYINGCANADA INC.

Dear Mayor and Council

Every day, hundreds of Canadian children are bullied on school playgrounds. In fact, at least 1 in 3 adolescent students in Canada reported being bullied recently. Bullying has gained significant media attention in recent years as people have come to understand how deeply it can wound children – and how tragic the consequences can sometimes be. Now, more than ever, the work of BullyingCanada is needed. We invite the City of Burnaby, to join the organization in standing up for victims of bullying and helping to provide a safe environment for our nation's children and youth.

A Voice for Victims of Violence

Since 2006, Bullying Canada has been the nation's "go-to" organization when it comes to Anti-Bullying efforts. Indeed, we remain the only national charitable organization that provides Canadian youth, their families and their communities with the support, resources and information they need to prevent violence and keep our kids safe. BullyingCanada is pleased to service every community in Canada, including the City of Burnaby.

National run charity

BullyingCanada maintains its operation through private donations, fundraising events and campaigns, corporate sponsorships, ongoing expansion of volunteer resources and careful revenue management. In 2015, **99%** of our funds were used to deliver our programming, while the remaining **2%** went to administration. Despite our best efforts, it is a challenge to keep pace with the growing demand for our services and resources. That is why we are asking for the City of Burnaby's support.

Need for strong, urgent action

Bullying is a national crisis that demands strong and urgent action. Consider the following:

- Canada has the 9th highest rate of bullying in the 13-years-olds category on a scale of 35 countries
- 64 % of Canadian youth report being bullied at school; 12 % regularly
- 47% of Canadian parents report having a child victim of bullying
- 89 % of Canadian teachers said bullying is a serious problem in our public schools

Our communities are filled with young people whose dreams and futures are being shattered by the devastating impact of emotional and physical torment. We all have a responsibility to speak out against



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bullying and show support for our young people.

BullyingCanada Programs

A donation from the City of Burnaby, will support our flagship programs:

National 24/7 Telephone Support Network

BullyingCanada volunteers used a solution-based support model to effectively address the caller's immediate issues. We also make referrals to other community-based agencies, allowing our organization to develop partnerships so that we know callers are being sent to qualified providers.

In 2015 we received 674,710 calls to our national toll-free support system, up 200,000 calls or 30% from the previous year.

In the first week of November, 2016 alone we heard from 10,811 callers. We also see a comparable increase in mails from parents, students and educators requesting our assistance.

In 2015, we received 305,954 email and Chat requests, triple the number from 2014.

Website

In 2015, our website received nearly 2 million page views, up 220,000 from the previous year.

Youth Voices Speaking Program

Since 2006, nearly 2, 000 workshops have been provided.

Bullying is a major problem for Canadian children that we can no longer afford to ignore.

We all have the power to keep kids safe. Bullying should never be a part of anyone's childhood.

We are pleased to say, the Village of Belledune, located in New Brunswick, has donated \$5, 000, for the fourth consecutive year. The Village of Belledune has a population of 1,548 as of 2011. We ask that the City of Burnaby, consider making a donation as the Village of Belledune has.

We ask that you please advise is by return mail if a financial donation will be made. Upon request, we'd be happy to provide you with a more detailed Case for Support, along with Financial Statements, along with local statistics for Calls for Services from the City of Burnaby.

Sincerely,

Rob Benn-Frenette, O.N.B

Co-Executive Director / Co-Founder

BullyingCanada Inc.

