

CAPITALIZE FOR KIDS

2024 IMPACT REPORT

Investing in Kids' Mental Health



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Message from Board Chair and President and CEO



Ted Garrard, C.M.
Board Chair



Angela Simo Brown
President and CEO

As we reflect on the past year, we are deeply proud of the progress Capitalize for Kids has made in our mission to improve mental health care for children and youth across Canada. The work we do has never been more urgent, and together with our partners, we are advancing system-level change to ensure that every child, youth, and their families have access to the mental health support they need to thrive.

At the heart of our work is a clear and unwavering commitment to building a world-leading mental health system—one that is accessible, equitable, and driven by excellence. We strive to not only meet the needs of today but to create lasting impact through innovative solutions and bold, collaborative action. This year’s milestones, outlined in this report, are a testament to the power of community collaboration, expert partnerships, and the collective will to address the pressing challenges within our mental health system.

While we celebrate our achievements, we are acutely aware of the work that lies ahead. The mental health crisis among children and youth is real, and its impacts are disproportionately felt by vulnerable populations—particularly youth from equity-deserving backgrounds, including young women, 2SLGBTQI+, Black, Indigenous, newcomers, and other underserved communities. These youth often face additional barriers to care, including a lack of culturally relevant services. At Capitalize for Kids, we are committed to breaking down those barriers, working alongside mental health agencies to develop tailored, accessible solutions, and new models of care that best serve youth and their families.

The road ahead is long, but our goal remains clear: **to improve Canada’s mental health system using creative solutions and innovation so all children, youth, and families can thrive.** With your support, we will continue to tackle the challenges ahead and drive the change that is so desperately needed. Together, we can create lasting impact and a brighter future for all.

Thank you for being part of this important journey—your generosity as donors, sponsors, and supporters makes our work possible.

Sincerely,

Ted Garrard, C.M.
Board Chair, Capitalize for Kids

Angela Simo Brown
President & CEO, Capitalize for Kids

Message from Chief Impact Officer



Jason Pun
Chief Impact Officer

The Capitalize for Kids impact team has made remarkable progress in 2024, and we are energized by the momentum we've built in the child and youth mental health (CYMH) sector. We have continued to strengthen our role as a leader in the sector by driving meaningful change, expanding our impact, and partnering with those who share our commitment to improving mental health care for youth across Canada.

In 2024, we focused on driving system-level change by providing over 10,000 consulting hours to help address the sector's most pressing operational challenges. Our work included projects in coordinated access, ensuring sustainable program growth, and technology enablement. We also provided leadership on critical issues such as measurement-based care (MBC), recruitment and retention, transitional-aged youth, and the evolution of intensive services in the community for the most complex children and youth. Additionally, we supported the development of innovative programs like Step-up/Step-down and a community outpatient psychiatric program to fill gaps in care as well as improve service delivery.

Our collaboration with pro bono management consulting partners—Accenture, Botsford Associates, Bridgeable, and Carly Rian Group—was integral in advancing our 2024 initiatives. Together, we worked to bring innovative solutions to the child and youth mental health sector's toughest challenges, and we are excited about the continued impact of these partnerships.

Looking towards 2025, we will continue to work at the system-level, focusing on impactful programs, services for complex youth, and the acceleration of MBC. We are partnering with agencies to scale programs like community psychiatric services and simplify service access. We will also collaborate with provincial leaders to improve services for complex youth and lead Ontario-wide initiatives. Through our partnerships with the Cundill Centre at CAMH and closer relationships with organizations that provide provincial leadership in the sector, we aim to accelerate the adoption of MBC tools and develop a sector-wide outcomes database to enhance care.

With your ongoing support, we are confident that we can continue to drive positive change and create lasting, meaningful impact for children, youth, and families across Canada.

Sincerely,



Jason Pun
Chief Impact Officer
Capitalize for Kids

We Need Your Help Now More Than Ever

There's a growing youth mental health crisis in Canada.

Anxiety, depression and other mental health concerns are on the rise among young people in our country – and community-based agencies are struggling to keep up.

According to Statistics Canada, **positive mental health indicators among those aged 18-34 declined by 55%** between 2015 and 2020* – and the COVID-19 pandemic only made things worse.

For those unable to pay for access to private care, the reality is bleak.

Families are met with prohibitively long wait times, confusing pathways, and stifling systemic barriers. Underserved communities, like 2SLGBTQI+, Black, Indigenous, and newcomer communities, struggle to find culturally-appropriate care tailored to their unique needs. Community agencies tasked with helping are drowning too – without the resources and systems they need to succeed.

That's where we come in.

At Capitalize for Kids, we empower mental health agencies to help create a more efficient and accessible community child and youth mental health system. Our goal is to ensure no child feels invisible, no family feels alone, and no mental health worker feels overwhelmed.

Because every child deserves more than hope – they deserve care.

* Mental Health Research Canada. (2024, October). *A Generation at Risk: the state of youth mental health in Canada*. <https://static1.squarespace.com/static/5f31a311d93d0f2e28aaf04a/t/6733a10075f9613ae5a2c5c2/1731436803015/Report+-+A+Generation+at+Risk+The+State+of+Youth+Mental+Health+in+Canada.pdf>



Our Purpose, Mission, and Vision

Capitalize for Kids is a charitable organization dedicated to improving Canada's community mental health system, so all children, youth, and families can thrive.

Our vision is to create a world-leading child and youth mental health system driven by excellence, efficiency, equitable access, and meaningful outcomes.



Our mission is to solve complex problems for the child and youth mental health sector through community collaboration, powerful partnerships, expert advisory services, and innovative funding.

Our Values

1. **Make Huge Impact**

We collaborate ambitiously with our clients and partners to positively transform the child and youth mental health sector in Canada.

2. **Be the Gold Standard**

We are committed to excellence and being the best at what we do.

3. **Celebrate our Differences**

We embed equity, diversity, inclusion, and accessibility into all aspects of our work, creating a vibrant culture where great ideas can come from anywhere.

4. **Lead with Care**

We put people first and sincerely care about the health and wellbeing of the children and youth we serve, our team, beneficiaries, and partners.

5. **Do Things Differently**

We are bold, adaptable, and innovative. We think beyond what is, to what could be — and we make it happen.

Helping the Helpers

Our Unconventional Approach

Capitalize for Kids is Canada's only team of expert management consultants dedicated to improving the community child and youth mental health (CYMH) sector.

Doing Things Differently

We partner with community-based agencies to identify, fund, and implement scalable, long-lasting solutions so mental health professionals can provide quality and timely care.

By sharing the latest tools and technologies, streamlining inefficient processes, and measuring the tangible impact of our efforts, we use our consulting skills to enact real, positive change in the CYMH space – removing barriers, reducing waitlists, and improving the operational and clinical landscape for all community-based mental health agencies.

Four Steps to Success

Our engagement process features four main phases:



1. Identify Opportunities

to support more kids with existing resources.



2. Design Solutions

to the unique problems agencies face



3. Implement Changes

through direct support and funding.



4. Share Results

so every agency in Canada can benefit, too.

[Learn more](#)



Your Support Makes a Huge Impact—Here's How

An estimated 1.2 million Canadian children and youth live with serious mental health issues – and fewer than 1 in 5 receive appropriate and timely treatment.

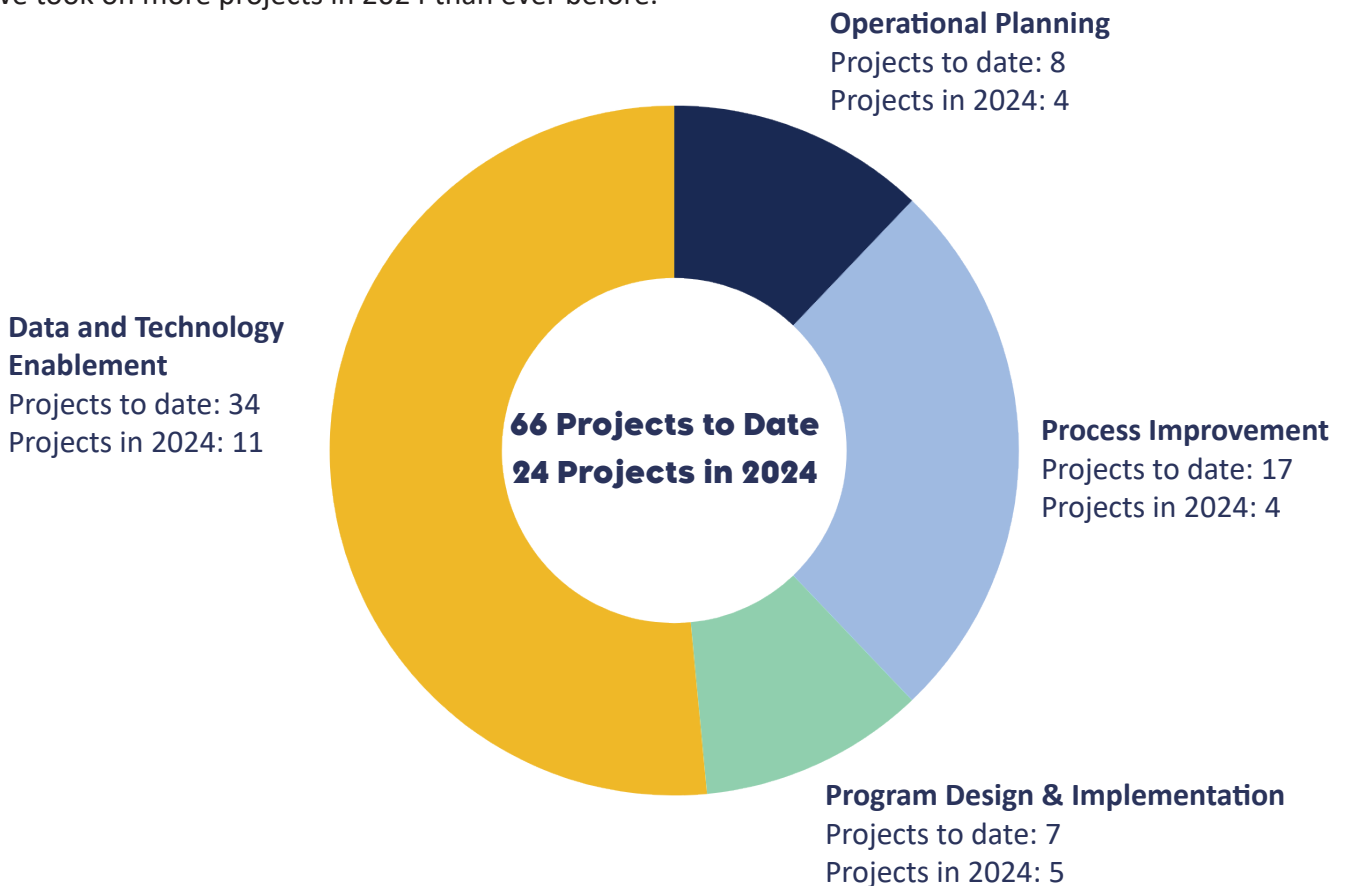
We help youth access the care they need, when they need it

Since its inception in 2014, Capitalize for Kids has worked with over 70 CYMH agencies across 19 cities and regions in Canada, allowing them to collectively support over 1 million children and youth – and for us, that's just the beginning.



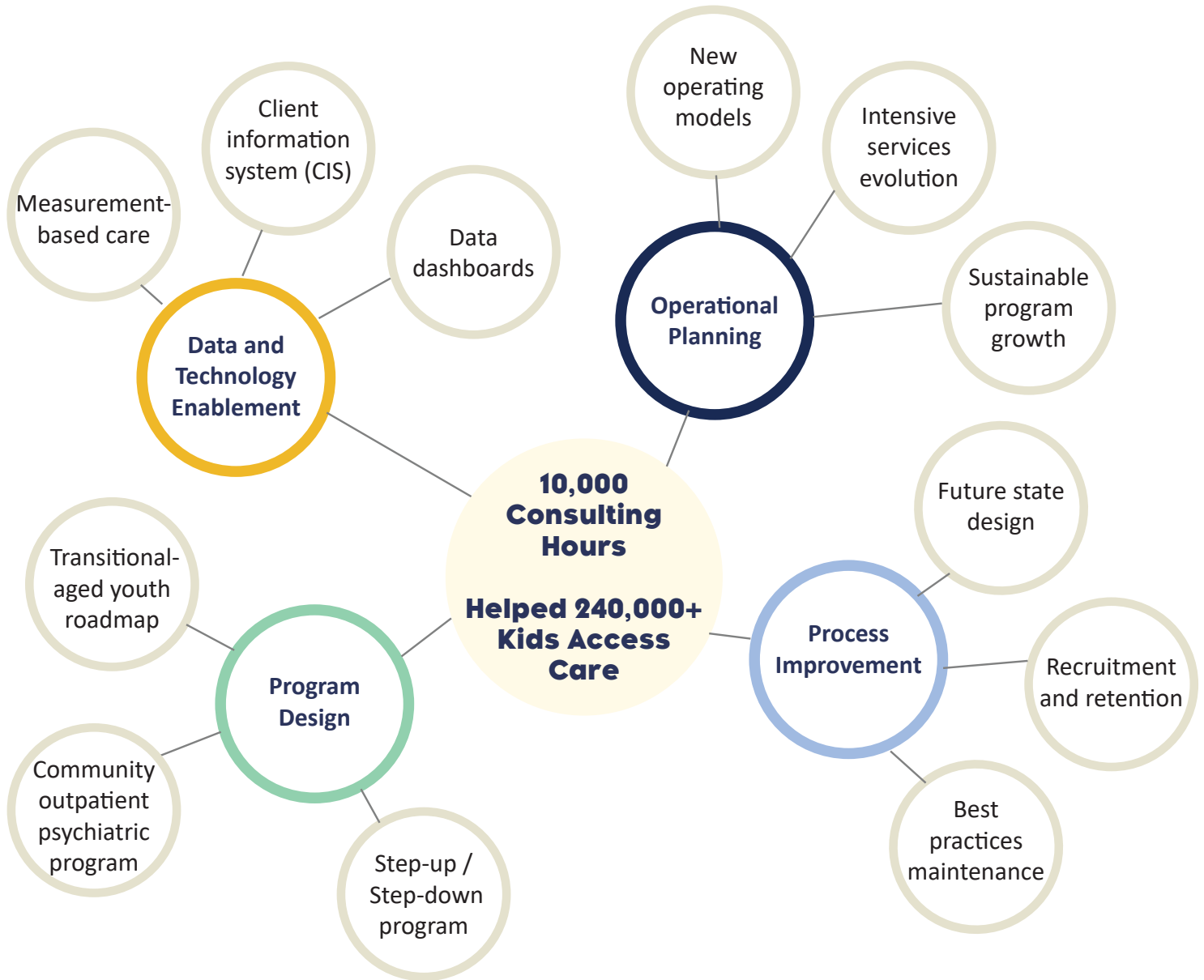
We're not slowing down anytime soon.

We took on more projects in 2024 than ever before.



And we're making a bigger impact, too.

In 2024, we delivered over 10,000 hours of consulting services valued at more than \$2.5 million. We also worked with over 79 CYMH agencies to help over 240,000 children and youth access care.



But we can't do it alone.

Our donors, sponsors, and pro-bono partners are the driving force behind everything we do. Without your support, we can't continue to scale and expand our impact to ensure every child has access to the mental health they deserve.

Summary of Projects in 2024

Data and Technology Enablement

Measurement-Based Care (MBC) Implementation: Implementing tools that collect and use client feedback for care decisions.



Dashboard Implementation: Building and implementing data visualization tools for operational decision-making.



Client Information System (CIS) Implementation: Funding and supporting the implementation of modern data solutions to manage clients.



Operational Planning

Equitable Subsidy Program: Designing and planning a financial assistance program for families in need.



Autism Operating Model Advisory: Supporting the financial sustainability of critical autism services in



Provincial Intensive Landscape: Building a foundational understanding of the availability and offerings of intensive service programs across Ontario.



Ontario Intensive Treatment Pathway

Operational Roadmap: Supporting the sustainable growth of an innovative mental health/education program.



Process Improvement

Process Redesign: Optimizing processes to better support programs and participants.



Accreditation Project Management Solution: Helping agencies adopt and maintain best practices.
Multiple Agencies

Recruitment and Retention Framework: Developing strategies to address staffing challenges.
Multiple Agencies

Measurement-Based Care Accelerator: Accelerating the adoption of innovative clinical tools to improve client outcomes.
Multiple Agencies



Program Design & Implementation

Transitional-Aged Youth Journey Map and Impact Roadmap: Helping evolve the service landscape for youth transitioning to the adult system.
Multiple Agencies

Outpatient Service Redesign: Creating a simple pathway to psychiatric care for underserved populations.



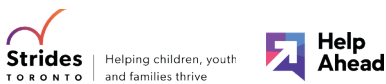
Step-up / Step-down Program: Designing and implementing an innovative program for complex youth.



Intensive Services Current State and Recommendations: Assessing the current state of Toronto's intensive services programs and developing recommendations for the future state.



Help Ahead Coordinated Access Implementation: Implementing a single point of access for services in Toronto.



Pro Bono Partners:

In addition to the Capitalize for Kids Impact Team, we are appreciative of our pro bono partners for support on the projects below.



- Advised on sustainable operating model for **Maltby Centre** and **Woodview Mental Health and Autism Services**.
- Wrote whitepaper with sector recruitment and retention recommendations.



- Developed a roadmap to better services for transitional-aged youth.



- Developed a subsidy program for equitable autism services.



- Supported the evolution of intensive services.

Our Biggest Moments of 2024

Developing Innovative Programming | Youthdale Treatment Centres |

Youthdale, a Toronto-based mental health agency, supports **over 3,000 children, youth, and families** annually, addressing complex needs. In June 2024, through support from Capitalize for Kids, they launched their Step-up / Step-down program – an innovative solution that bridges the gap between community and acute mental health care to reduce risk and promote safe reintegration for youth with complex needs.



Thanks to Capitalize for Kids, we're able to provide an innovative program that really addresses the acute mental health needs of our young people. Without them, we wouldn't have the resources or capacity to build such a state-of-the-art program designed not just to give kids hope, but to save lives

– Mamta Chail, President and CEO, Youthdale Treatment Centres



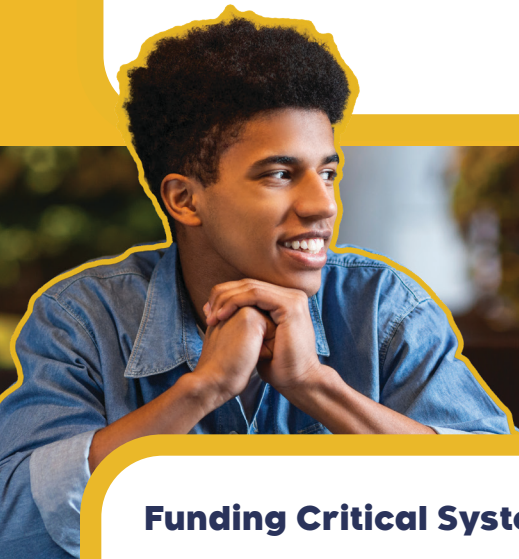
Evolving Intensive Treatment Services (ITS) | Strides Toronto

As a lead agency for child and youth mental health services, Strides Toronto oversees a network of 22 agencies that, together, serve over **70,000 young people** each year. In the first-ever comprehensive review of its kind, we partnered with them to assess the Intensive Treatment Services (ITS) offered by **15 of the 22 agencies** and identified **28 action items** to create a more collaborative and standardized ITS system. Next up: we'll continue to work with Strides Toronto to implement the changes we identified.



Building a Roadmap for Program Growth | Take a Hike Foundation

Take a Hike Foundation partners with public school districts to integrate a comprehensive mental health and emotional well-being program into alternative education classrooms. When they asked for help to successfully scale across Canada, we developed an operational roadmap to help them grow from **13 to 25 programs by 2028** – all while maintaining the same high standard of care for their students.



Funding Critical Systems | Multiple Toronto Agencies

When a popular client information system (CIS) announced it was shutting down in 2023, several CYMH agencies turned to us for help. We jumped into action to source new vendors, negotiate contracts and provide **\$290,000 in funding** to cover the large costs of data migration and system implementation. Thanks to our ability to move quickly, we were able to safeguard essential services for more than **26,000 children, youth and their families**.



A Powerful New Partnership with CAMH

We know that measurement-based care can help increase engagement between youth and their therapists, improve progress tracking, and create better treatment outcomes. That's why we're thrilled to announce that **we've partnered with the CAMH Cundill Centre for Child and Youth Depression** to accelerate the uptake of measurement-based care across the community CYMH sector.

Here's what our new partner has to say about this exciting news:

We are very proud to enter this partnership, which will allow the Cundill Centre to expand its reach into the community child and youth mental health sector, where Capitalize for Kids has already established a strong reputation.

– Dr. Peter Szatmari, Scientific Director, Cundill Centre for Child and Youth Depression at Centre for Addiction and Mental Health (CAMH)

[Learn more](#)

2025: How Your Funds Will Make a Difference

We've set an ambitious goal to raise \$4 million in 2025 – so we can continue to expand access to care, drive meaningful system-level change, and help create life-changing outcomes for children and youth.

With your support, we'll focus on:

Program Innovation:

We are partnering with leading mental health agencies to develop, implement, and scale innovative programs and services.

Objectives

- Fill key care gaps (e.g. access to community psychiatric care).
- Help centralize systems so it's easier to access care.

Complex Needs:

We are partnering with provincial leaders to evaluate and improve services for complex youth (i.e. intensive services).

Objectives

- Begin implementation of Toronto service-area recommendations.
- Lead Ontario-wide intensive services initiatives.

Measurement-Based Care (MBC) Accelerator Project:

We are partnering with the Cundill Centre for Child and Youth Depression at CAMH and experts from Sunnybrook Health Sciences Centre to accelerate the adoption of measurement-based care (MBC).

Objectives

- Implement MBC tools with early-adopter agencies.
- Continue planning for sector-wide outcomes database.

Together we can achieve all this and more.

Join us today—your support changes lives!



Help Us Impact Youth Mental Health

Whether you donate directly, raise money with your friends and colleagues, or attend our annual Investors Conference – there are so many ways to support the important work we do here at Capitalize for Kids.

Events

Join Bay Street Games!

Rally your colleagues in the quest to be crowned Bay Street's Fittest Firm. This Toronto-based fitness competition brings together co-ed teams across the financial services sector to compete in a series of fun, athletic challenges. Since its inception, **participants have raised more than \$1.7 million.**

Past participating firms include: OMERS, RBC, Morgan Stanley, CPP Investments, Colliers, KingSett Capital, Sun Life, Uber.



Attend the Capitalize for Kids Investors Conference

Purchase a ticket for our annual alternative investment conference. Don't miss your chance to network with 550+ senior investment professionals in this premier event designed to connect global investment managers with North American institutional investors. To date, this event has raised more than **\$21 million** to support our CYMH work.

Past Speakers include: Stephen Smith (Smith Financial), Ray Dalio (Bridgewater), David Rubenstein (Carlyle).



Donate to the Capitalize for Kids Foundation

Donate online, anytime!

Give directly on our secure [website](#) or make your contribution go further by donating securities through our partners at Canada Helps. If your firm participates in an annual United Way campaign, you can even designate your donations to Capitalize for Kids!

For more information, please contact us at info@capitalizforkids.com.

Thank you to our 2024 Supporters

We couldn't do what we do without you – so thank you to all our donors, sponsors, volunteers, participants, and supporters that continue to make our work possible. We recognize donors who gave \$500 and above.

\$50,000+

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| Ted Garrard, C.M. | Polar Asset Management Partners | |
| KPMG Family Office | RBC Foundation | |

\$10,000 - \$49,999

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BNN Bloomberg
Crossfit YKV
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Element Movement Crossfit

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Toronto Downtown, Regent Park,
St. Lawrence Market)
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iConnections
Indigo Events

Richniques
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Synergy Sports Medicine and
Rehabilitation
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Meet our Board Members and Staff



Ted Garrard, CM
Chair of the Board and
Founder of West Shore Consulting



Bernadette Corpuz
General Counsel
OYA Solar



Jamie Firsten
Partner
Goodmans



Derek Flood
Managing Director,
Head of Canadian Equities
RBC Capital Markets



Jeffrey Gallant
Co-Founder, Honorary Chair
Capitalize for Kids



Mary Jo Haddad, RN, CM
President, MJH Associates
Past President & CEO
SickKids



Jonathan Hausman
Chief Strategy Officer
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John Hughes
Business Advisor
MNP



Kyle MacDonald
Co-Founder, Honorary Chair
Capitalize for Kids



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Former Associate VP
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Sean McNulty
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Deb Shime
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Dr. Peter Szatmari MD, FRCPC, FRSC
 Director, Cundill Centre for
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 Centre for Addiction and Mental Health



Mary Williams
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 Senior Consultant, Impact

Maria Ventrone
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 Operations and Corporate
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Ryan Golt
 Manager, Impact

Jason Pun
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Arianna Yu
 Impact Intern

Melissa Botelho
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 Development

Wendy Halle
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Investing in Kids' Mental Health

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