



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

2022-2023 SOCIAL VALUE REPORT



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Terminology: “Impressions”, in respect of social media, are the number of times a post is displayed in a newsfeed, whether or not it is viewed and whether or not the newsfeed is unique, according to statistics provided by the social media platform. “Impressions”, in respect of printed public awareness medium, are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space. “Link clicks” refers to the number of clicks on links within an online ad.

WHO WE ARE

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child serving organizations, and law enforcement.

C3P also operates Cybertip!ca[®], Canada's tipline to report child sexual abuse and exploitation on the internet, and Project Arachnid[®], a web platform designed to detect known child sexual abuse material (CSAM) on the clear and dark web, and issue removal requests to industry.

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FOREWORD

Twenty years ago this past September, Cybertip.ca received its first report of online child sexual exploitation. The newly launched service, which began as a pilot project in Manitoba and soon became Canada's tipline for reporting the online exploitation and abuse of children, **has received more than 390,000 reports over the past two decades**. Today, that number continues to climb with exponentially more children experiencing online sexual violence.

We could never have predicted the harms the internet would bring to children and youth. **Nor could we have predicted the magnitude of sexual violence and terror offenders would execute as a result of online platforms lacking any guardrails**. The lack of transparency and accountability for tech companies repeatedly made apparent this year has only tragically reinforced the urgency for governments to act.

Project Arachnid, our platform to reduce the availability of child sexual abuse material (CSAM), continues to make significant inroads, **issuing upwards of 20,000 removal requests every day to service providers in more than 100 countries**. This system detects potential CSAM at a pace faster than analysts can assess, so the need to add to the global analyst team is imperative. This year, Lithuania joined our global analyst network to amplify removal efforts around the world.

While Project Arachnid prioritizes child sexual abuse and harmful/abusive image removal, over the last 12 months, the Canadian Centre for Child Protection (C3P) has been flooded with reports from youth who do not know where else to turn when they have been sexually victimized online. In the past year, **our support service team managed more than 4,200 requests** from youth and/or their parents or guardians. This team, with the help of Cybertip.ca analysts, has supported parents and survivors reporting to police, online platforms, and child welfare, and assisted hundreds of families and survivors in understanding their options for systems like legal supports, therapy services, and filing victim impact statements. This survivor engagement model is a first of its kind.

Informing governments and advocating for the online protection and rights of children has been a major priority for C3P. In October, we held a virtual roundtable with three federal cabinet ministers to hear from a group of survivors and family members who had been impacted by a spectrum of online sexual violence. This historic event gave the survivors and families a platform to share the devastating and ongoing impacts of these crimes and voice their calls for change.

We also continue to work to educate international policy-makers with our unique data; in 2022-2023, we released four research reports to help develop policies and laws that protect children. Our legal team submitted five briefs to governments within Canada with the same goals, as well as continuing to submit victim impact statements and community impact statements that are filed in sentencing proceedings across the country, helping to bring survivors' voices to courtrooms.

Education – for professionals, students, and families – remains an equally essential part of our mandate. This year, **C3P distributed more than 407,000 pieces of education material** that reached students and school personnel across Canada, as well as law enforcement agencies, and other child-serving organizations. An additional **half a million online accounts** were issued to those working within child-serving organizations for the purpose of training on issues involving reducing victimization and keeping children safe, along with **400,000 digital lesson accounts for educators across Canada**. We remain as passionate as ever about building skills that increase the personal safety of children and youth and reduce their risk of harm.

Thirty-eight years have passed since our agency opened its doors, but our aim remains the same: we will continue to work diligently to make the world – especially the online world – a safer place for all children.



Lianna McDonald
Executive Director

A handwritten signature in black ink that reads "Lianna McDonald".



Kathie King
Chair, Board of Directors

A handwritten signature in black ink that reads "Kathie King".



Cybertip.ca is Canada's tipline for reporting child sexual abuse and exploitation on the internet; it also provides education services to the Canadian public to help keep their families safe online.

C3P marked the 20th anniversary of Cybertip.ca on September 26th, 2022. Over the past 20 years of operating Cybertip.ca, C3P has witnessed the evolution of technology and how it has been weaponized against children. Without regulation and the safeguards afforded in the offline world, the internet has adversely flourished into an unrestricted space where children and adults mix. Offenders have unfettered access to children and youth, as well as other like-minded individuals who validate, educate, and facilitate further harm.

"We may not have known 20 years ago this is where we would be, but we have a clear vision of what needs to happen next to change the world for children."

- C3P EXECUTIVE DIRECTOR,
LIANNA MCDONALD

NOTABLE STATISTICS FROM 2022-23:



22,120+ public reports received by Cybertip.ca, flagging **45,600+** URLs



15,500,000+ removal requests issued through Project Arachnid



1,900,000+ child sexual abuse images verified



911,000+ harmful-abusive¹ images of children verified

Cybertip.ca hit more than **700,000+** visits in the past year² - a **160%** increase compared to 2021-22³.

Working alongside the support services team, Cybertip.ca assisted in **900+ cases** to remove online accounts and material that presented a risk to the survivor and/or their family in the past year.

¹ Harmful-abusive material inflicts significant trauma on a victim, and may violate an ESP's terms of service but may not necessarily meet a criminal threshold. Harmful-abusive material could include images associated with an abusive incident, contain partial nudity, or is being used in a sexualized context. The material could also include physical abuse, torture, or restrained children.

² From April 1, 2022 - March 31, 2023

³ From April 1, 2021 - March 31, 2022

HISTORICAL TOTALS:

Since launching in 2002, Cybertip.ca has:



Received **393,000+** reports from the public



Received **23,750,000+** reports related to removal requests through Project Arachnid



Verified **6,400,000+** child sexual abuse images



Verified **2,500,000+** harmful-abusive images of children

PUBLIC REPORTING MATTERS

In 2022-23, Cybertip.ca was made aware of **19 arrests** executed in association with a Cybertip.ca report, which resulted in at least **two children** being removed from abusive environments.

Case example:

In October of 2022, Cybertip.ca received reports regarding an adult male who allegedly shared intimate images of his ex-partner, a youth under the age of 18, to his social media accounts. The images had also allegedly been sent to staff at the youth's school. Cybertip.ca forwarded the reports to the Toronto Police Service who swiftly arrested an adult male who was charged with possessing child pornography, accessing child pornography, distributing child pornography, making child pornography available, criminal harassment, and distributing an intimate image without consent.

Site promoting harmful-abusive images of children taken down

After years of issuing removal requests to the administrator of a website well-known for hosting exploitative, misogynistic images and commentary, C3P communicated with the site's domain registrar which led to the site being made inaccessible. An American-Canadian publicly traded company prevented web traffic from accessing the website at the URL, and also prohibited the website administrator from transferring the domain name to another registrar.

Those who have been calling for action against the website took to social media to celebrate its takedown:



Dana
@DanaStorero

MAJOR UPDATE!

This site is now DOWN thanks to [@CdnChildProtect](#). A huge thank you to the amazing [@joinscc](#) and [@_jessica_!!](#)

To give a little more insight these pics went back over ten years. This is a massive victory in the cyber war on CP & Exploitation.

5:01 PM • Mar 29, 2023 • 19K Views

Raising awareness of online sexual violence trends

Cybertip!ca Alerts™ are notifications sent to the public to inform them of concerning technology trends and new resources designed to increase children's personal safety. In 2022-23, Cybertip.ca issued two Cybertip.ca Alerts, focusing on cybersecurity and reputation management firms as well as age altering filters.



Model in image and intended as illustrative.

Holding X™ accountable

Elon Musk publicly stated that removing child exploitation material is X's (then referred to as Twitter®) number one priority in late November, 2022. In early February, 2023, a piece by *The New York Times* explored how X was falling short.

Journalists at *The New York Times* found that CSAM continued to be easily found on X, including material that "authorities consider the easiest to detect and eliminate." C3P examined the content, noting several pieces were previously identified as abusive material in Project Arachnid. These items included accounts offering to sell CSAM, photos of a known victim of child sexual abuse, and a video of boys sexually assaulting another boy that had amassed 122,000 views, nearly 300 reposts, and more than 2,600 likes before X removed the video after C3P flagged it for the company.

"The volume we're able to find with a minimal amount of effort is quite significant. It shouldn't be the job of external people to find this sort of content sitting on their system."⁴

- LLOYD RICHARDSON, C3P DIRECTOR OF IT

⁴ The New York Times, Michael H. Keller, Kate Conger, Feb. 6, 2023. <https://www.nytimes.com/2023/02/06/technology/twitter-child-sex-abuse.html>

Musk Pledged to Cleanse Twitter of Child Abuse Content. It's Been Rough Going.

Child sexual abuse imagery spreads on Twitter even after the company is notified: One video drew 120,000 views. "Sewer rats," as one regulator described bad actors, remain.



Model in image and intended as illustrative.

SEXTORTION: A PUBLIC SAFETY CRISIS

In the past year, one of the major abuses reported to Cybertip.ca and NeedHelpNow.ca was sextortion. Most of the reports of sextortion to Cybertip.ca and NeedHelpNow.ca involve financial sextortion, usually targeting a male.

3,000+ reports to Cybertip.ca and NeedHelpNow.ca contained information about a child victim in 2022-23. 76% of these reports concerned financial sextortion.

Of the requests for help from children who were victims of financial sextortion:



The average age of report concerned a **15 YEAR OLD**⁵



90% of the victims identified as male⁶



⁵ Based on 903 cases, where age was provided, and where the reporting person was under 18 years old.

⁶ Out of 725 cases, when the gender of the victim was known, and the victim was under 18.

Devastating loss of Manitoba teen:

In a small community in southern Manitoba, 17-year-old Daniel Lints died by suicide in February, 2022, after he was blackmailed on Snapchat®. Daniel was manipulated into sending an explicit image to – who he thought was – a girl around his age. The predatory scammer then used the intimate image as blackmail to try to get Daniel to send money to prevent the photo being leaked. Daniel died within hours of being contacted by the scammer.

This story is tragically not unique. Too many families are losing their children because of sextortion. **Social media companies must be regulated to keep children safe from this crime on their platforms.**



"Our family now tragically knows how easily anonymous online terrorists can access children.

Today, I am asking anyone who can make change happen to think on Danny's story – and all of the other children no longer with us. Please consider regulatory bills that will force social media companies to make their products safe for youth."

- JILL LINTS, DANIEL'S MOTHER

PROJECT ARACHNID

Processing tens of thousands of images per second, Project Arachnid can detect and address harmful content at a pace that far exceeds the capacity of traditional methods.

However, as a victim-centric tool, Project Arachnid's true success lies with breaking the cycle of victimization for survivors. Some of the ways in which C3P, through Project Arachnid, did this in 2022-23 include:



Issuing **5.5 million+** harmful-abusive material removal requests to electronic service providers (ESPs)



Issuing removal requests to **710+** ESPs across the globe



Adding the **Lithuanian hotline** to the group working in Project Arachnid, bringing the number of international allies working to classify images to **13** child protection organizations



Working directly with hundreds of victims who reported abusive or exploitive material to Cybertip.ca to assist in issuing removal requests through Project Arachnid

SINCE LAUNCHING IN 2017

Project Arachnid has⁷:



Detected **53 million+** suspect images



Sent **25 million+** removal requests to content providers



Led to the removal of seven million+ images and videos of CSAM across **1,200+ ESPs**, spanning 100 countries

I feel like with Project Arachnid, I have been able to, in a way, move on with my life because I'm not constantly re-traumatizing myself, searching for this video at all hours of day and night... Project Arachnid has truly been instrumental in improving my life in a way that I used to dream of."

- SURVIVOR OF
ONLINE SEXUAL
VIOLENCE

⁷ As of March 31, 2023.

SUPPORTING SURVIVORS-VICTIMS

C3P's survivor support team helps those with nowhere else to turn after experiencing online sexual violence. C3P links survivors and families to third party supports and ensures accessible options are considered for each survivor. The casework team also helps locate appropriate therapeutic services, access financial supports, assist with safety planning, and implement protective supervision plans, among other work. In addition, when possible, victims' abuse material is added to Project Arachnid to help disrupt the availability of the material online.

In the last year, C3P has **managed more than 4,200 requests** from survivors, youth, and/or their caregivers. C3P helped more than **1,100 parents and survivors** report to police, online platforms, or child welfare and the support services team assisted **over 200 families and survivors** in understanding their options and eligibility for existing support systems.

"Thank you for your kind words and support. This has been probably the hardest 2 years that we as a family have been through. I can't thank you guys enough for all the hard work and support, my daughter is doing so much better now knowing the account has been deleted, it gave her the closure she needed, and can now move on and open a new chapter with her life. She is doing so much better and can actually sleep at night knowing no one can hurt her. I wish I found you guys sooner."

- PARENT OF YOUTH WHO WAS A VICTIM OF NON-CONSENSUAL DISTRIBUTION OF INTIMATE IMAGES AND SEVERE ONLINE HARASSMENT



Models in image and intended as illustrative.

Case example

A 15-year-old victim of online luring who was exploited for a month reached out to C3P support. The youth shared that their offender would incessantly request sexual images and would not leave the youth alone until they sent images. The youth felt afraid of disappointing their parents or causing them stress and was hesitant to inform them of the situation. They also felt conflicted about 'missing' their offender and feeling alone.

"It was just too hard for me, so I gave in to him. He told me we weren't doing anything wrong. I told him no, so many times, but he wouldn't leave me alone. So I did it again, and again. He knows that I'm only 15."

- VICTIM OF ONLINE LURING



In response, C3P's support team:

- Reported the incident to police and assisted the youth in understanding the police process.
- Supported the youth in feeling confident blocking the offender and ceasing contact.
- Walked the youth through disclosing the situation to their parents.
- Worked with the youth on strategies on how to ask for more support from their parents.
- Helped the youth identify coping strategies.

NEW TRAUMA MODULES

When someone has experienced trauma, it can be difficult to understand what happened and find ways to cope with difficult thoughts and feelings. C3P developed a series of trauma education videos with the hope that these videos can be a source of accurate and helpful information to help survivors in their healing process. The videos were crafted with survivor-victims of child sexual abuse (online and offline), as well as supportive friends and family.



We received great feedback from a number of survivors, family members, and other professionals, which was incorporated into the modules before releasing them publicly. These have become an invaluable resource for individuals who have experienced trauma, those who are a support for someone who has experienced trauma, and anyone looking to understand more about trauma.

Within three months, the Trauma Education Video Series received over 1,800 views.

"Excellent job. I love (that it) provides an opportunity for individuals to recognize their own unique response to trauma and develop personal strategies to cope with the impact and build upon their own resilience."

- PROFESSIONAL ASSOCIATED WITH LAW ENFORCEMENT,
PSYCHOTHERAPY/COUNSELLING

AMPLIFYING SURVIVORS' VOICES

C3P has the privilege of learning from survivors of child sexual abuse material. In addition to working with individual survivors, C3P stands alongside survivor advocacy groups, including the Phoenix 11. This survivor group of young women continues to challenge the inadequate responses to the prevalence of child sexual abuse images online.

- The Phoenix 11 spoke at a meeting of the Five Country Ministerial representatives and experts working in the CSAM space at an international think tank hosted at C3P. The group shared their frustrations of having shared their stories and spoken to governments and industry since 2018 with little tangible progress made.
- Statements from the Phoenix 11 were played at a United Nations side event in Vienna with participants from 27 UN Member States and a number of non-government organizations.
- Clips from the Phoenix 11's Advocacy Statement were shared at the opening of the U.S. Senate Judiciary hearing, Protecting Our Children Online.
- In a letter addressed to the Five Country Ministerial, the Phoenix 11 reminded us all that, over the past five years, they have written dozens of statements to governments around the world, sharing their experiences as survivors and pleading for help, without seeing governments tangibly holding tech companies accountable.

"If we can have one good thing come out of the horror we have lived, it will be that our collective experience will be shared to spare current and future generations of children from the same fate... We simply have no more time to waste discussing the reasons why this should happen when we already know the answers. Our children need us to act and they need us to act today - we must pass legislation to protect them now."

- THE PHOENIX 11

PRIORITIZING EDUCATION AND PREVENTION

C3P offers an extensive catalogue of education material and programs for children, school personnel, and others working in the child-protection space. Content includes subjects such as teaching personal safety habits, responding to concerning behaviour, and current offending tactics.

1.2 MILLION+

education and prevention resources made accessible in 2022-23.

407,000+

pieces of education and prevention print material distributed across Canada.

395,000+

Kids in the Know[®] and Teatree Tells digital lesson accounts provided to educators.

480,000+

resource and issue-based training accounts provided to child-serving professionals.

51,000+

pieces of educational material downloaded from C3P websites.

As part of continued safe sport initiatives with viaSport British Columbia, Commit to Kids for Coaches training was provided to leadership at **24** provincial sport organizations, reaching **65** sports in Canada.



Child-serving organizations, whether childcare centres or sport programs, are well placed to help combat the problem of child sexual victimization by incorporating a comprehensive approach to safeguarding children in their care. The Commit to Kids® (C2K) program helps to build a sustainable culture of child protection – one where people’s actions and behaviour are no longer reactive, but responsive and proactive.

Over the course of 2022-23, our education team helped facilitate the implementation of C2K with hundreds of organizations. Highlights of their work during this time period include:

- As part of a paced approach to new safeguarding initiatives, C3P and the Government of Yukon (Department of Education) started working together. One of the initiatives launched includes C2K online training being mandated for **staff within the school system**.
- C3P, in collaboration with the College of Early Childhood Education in Ontario, provided access to C2K Child Sexual Abuse Prevention Training as well as Teatree Tells training and resources to all registered early childhood educators (ECEs) in Ontario. This initiative supports the abuse prevention and training mandate implemented by the Ontario Ministry of Education. A paced approach to training will see **58,000 ECEs access the training by June 2025**.

“As a Superintendent of Education, there are a number of things that came up in this training that has implications for us as leaders. Much to reflect on for sure. However, of greatest concern is the need for this training to be extended to all employees in the education sector.”

- ONTARIO COLLEGE OF TEACHERS MEMBER WHO COMPLETED C3P TRAINING AS PART OF THE SEXUAL ABUSE PREVENTION PROGRAM



KNOWLEDGE SHARING ON CHILD PROTECTION

In 2022-23, the C3P education team facilitated 29 digital sessions to educators, parents, and other child-serving organizations, reaching more than 1,300 participants across Canada. The discussions cover C3P resources, which include Kids in the Know, C2K, and current tactics in online child exploitation we witness through Cybertip.ca reports.

Representatives from C3P's Cybertip.ca and support services staff also presented at 29 engagements in 2022-23. Presentations informed law enforcement agencies (LEA), educators, government officials, and other child-serving organizations or child advocates about the services offered by Cybertip.ca and the support team, trends in online victimization, missing children cases, and the prevalence of sextortion across Canada.



Educational Support to LEA

Over the past year, we provided LEA across Canada with **104,000+ education and prevention print resources**, along with **1,180+ accounts** issued to support learning on child sexual abuse and human trafficking. Other highlights include:

- **1,270+** digital lessons distributed to support community and school engagement initiatives.
- **200+** parents provided with information on how to talk to their child after abuse is uncovered, implement safety plans, and understand the impacts of online victimization.

ENSURING EDUCATIONAL MATERIAL ADDRESSES EVOLVING RISKS

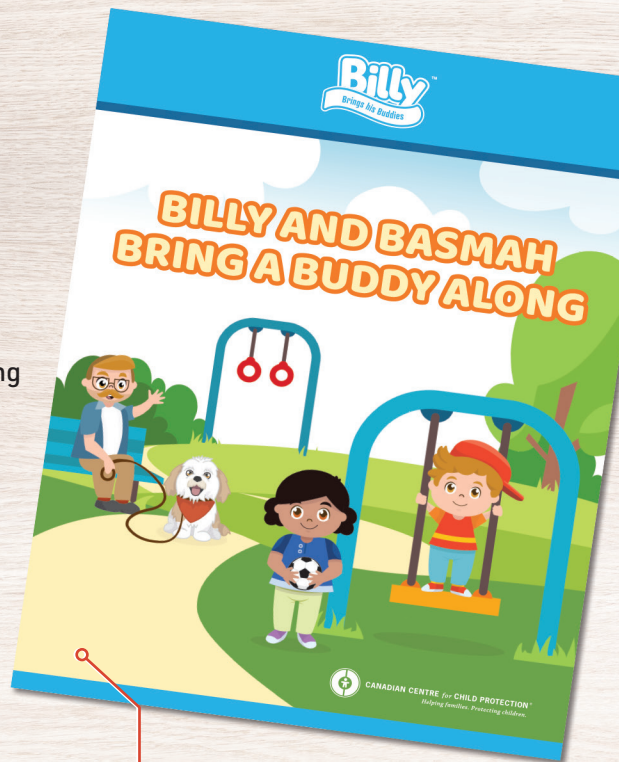
C3P regularly updates its educational resources to address emerging issues impacting children.



Safety Rocks, an educational resource for children in grades 3 and 4 which helps them learn safety habits they can use every day, was redesigned and released in October 2022.



"Molly's Adventure under the Sea" continues the story of *Zoe & Molly Online* as a virtual game. After waking up in an underwater castle, users help Molly make safe online choices to get back to the surface.



The *Billy and Basmah Bring a Buddy Along* storybook, which helps children in kindergarten to Grade 4 learn about the buddy system, was released as a video readalong storybook in August 2022.

DATA LIFTING THE CURTAIN ON VIOLENCE AGAINST CHILDREN

In 2022-23, C3P released four research reports examining the breadth of issues youth and their families are facing. Reports covered popular app stores' guardrails for youth, or lack thereof, the frequency of child sexual abuse and victimization in Canadian schools, the experiences of thousands of young men and boys who experienced financial sextortion, and perspectives of parents and caregivers of victims of CSAM.

Reviewing the Enforcement of App Age Ratings in Apple's App Store and Google Play

Every day, children and youth access mobile app stores to download games, social media, and other online services that open them up to potential risk. As such, C3P conducted a child safety analysis of the two largest mobile app stores – Apple's App Store® and Google Play® – which looked at how, and if, Apple and Google® are enforcing app age ratings on their mobile app stores for two groups: children under 13, and youth 13-17. The resulting research led to many findings that raise significant concerns for the protection of children/youth online, and for families who use age ratings to gauge safety.





An Analysis of Financial Sextortion Victims

C3P released an open-source analysis of first-hand accounts of sextortion shared publicly by victims on a support forum on Reddit®. These 6,500+ posts shed new light onto what has quickly become a public safety emergency affecting many Canadians and online users globally.



Parents' Perspectives on how CSAM Impacts the Entire Family

Findings from C3P's survey of parents of CSAM survivors shed new light on how this crime significantly impacts entire families. Twenty parents from around the globe whose children's sexual abuse was recorded gave their feedback, documenting how the abuse affected their health and well-being every day and sharing important insights into gaps in services and supports that must be addressed internationally.



Model in image and intended as illustrative.



Child Sexual Abuse and Victimization by K-12 School Personnel in Canada report

On November 2, 2022, C3P released a research report that found more than 500 students who were sexually victimized (or allegedly victimized) by school personnel between 2017-2021. This was a follow up to our 2018 report, one of the most

comprehensive studies ever done in Canada on child sexual abuse committed by school personnel. The findings and recommendations for action are intended to better equip key decision-makers in government and professional teacher associations to make effective, evidence-based changes that foster safe, healthy, and thriving learning environments within schools.

Soon after the report's release, and an investigation into Manitoba's teacher discipline process lead by The Winnipeg Free Press, the Manitoba Government committed to create a teacher registry and independent body to handle teacher misconduct. The bill representing these changes received royal assent on May 30, 2023.





'TIP OF THE ICEBERG': Report finds 252 Canadian school personnel accused of sexual offences

In an interview with the Canadian Press, C3P's Director of Education, Noni Classen, said the numbers in C3P's school personnel report are likely lower than the actual number of children victimized by school staff.

"Since education falls under provincial and territorial jurisdiction, most bodies responsible for overseeing discipline of school employees are not required to make the outcomes of investigations public. There is a complete lack of transparency, Classen said, and she suspects the report's numbers are an underestimation.

'It's the tip of the iceberg.'"

- THE CANADIAN PRESS⁸

⁸ The Canadian Press, Kelly Geraldine Malone, Nov. 2, 2022. <https://nationalpost.com/news/canada/tip-of-the-iceberg-report-finds-252-school-personnel-accused-of-sexual-offences>

ADVOCATING FOR CHANGE WITH GOVERNMENTS

The data C3P gleans through Project Arachnid and information survivors share with our organization puts us in a unique position to help inform policy-makers and governments about how to best protect children.

Some highlights of our national and global areas of work in 2022-23 include:

- **Hosting experts from around the world:** C3P welcomed representatives from the Five Country Ministerial, the European Union, as well as experts in law and child development to help develop strategies aimed at fighting back against unsafe digital spaces putting children at risk, and the removal of CSAM online.
- **Participation in international forums and conferences:** C3P Executive Director, Lianna McDonald, sent a recording making opening remarks to an event co-hosted by the UK Home Office and NGO Global Initiative Against Transnational Crime, held in June 2022 in Vienna. This event was connected to the UN Cybercrime Treaty negotiations that allowed delegates taking part in the UN negotiations to hear from stakeholders who work on this issue and consider how these perspectives impact policies.
- **Contributing to Heritage Canada Expert Advisory Group:** C3P Executive Director, Lianna McDonald, was one of 12 experts on a panel convened to study online harms to determine the scope of future federal bills regulating tech. C3P's contributions helped Canadian Government officials understand the spectrum of harms that need to be confronted, including how CSAM proliferates worldwide, the growing and tragic incidents of online sexual violence, and child exposure to adult pornography.





Models in images and intended as illustrative.

- **Bringing together survivors and federal cabinet ministers:** Survivors and families whose lives have been irreparably changed because of online sexual violence met with the Honourable Marco Mendicino, Minister of Public Safety, the Honourable Pablo Rodriguez, Minister of Canadian Heritage, and the Honourable David Lametti, Minister of Justice, and Attorney General of Canada. The virtual roundtable hosted by C3P was the first time families and victims who represent the spectrum of online sexual violence against children have come together through an event like this to advocate for change.
- **Meeting with Ministers of Justice and Attorneys General:** C3P's Associate Executive Director, Signy Arnason, met with federal, provincial, and territorial Ministers of Justice and Attorneys General from across Canada to discuss online sexual violence and table a letter from survivors calling for effective, protective internet regulation. The presentation focused on the need for legislation that protects children online and supportive measures for victims.
- **Explaining Project Arachnid's role in law enforcement:** In a presentation to the Department of Homeland Security, C3P's Director of IT, Lloyd Richardson, explained components of Project Arachnid that can be used to assist LEA in understanding online offending and help support survivors.
- **Highlighting victims' needs to UN delegates:** Representing the interests of children, C3P's General Counsel, Monique St. Germain, participated in a panel at a side meeting of UN delegates in Vienna surrounding the proposed Cybercrime Convention.

STANDING WITH SURVIVORS IN THE LEGAL SYSTEM

C3P's legal team works to ensure survivor-victim voices are heard in courtrooms across Canada, helping to represent a population that, because of the circumstances of their victimization, have historically been silenced. Every time their abuse is viewed, downloaded, or distributed contributes to the ongoing trauma survivor's experience. Including their voice in sentencing proceedings and in advocating for change in policy are imperative contributions in Canadian law.

Since 2016, C3P has been assisting identified survivors of CSAM, or their parents and guardians, with recording victim impact statements (VISs), as well as coordinating the submission of recorded and written VISs in legal proceedings across Canada. C3P also submits community impacts statements (CISs), which allow groups, such as the Phoenix 11, and agencies, like C3P, to provide a sentencing court with a broader perspective in relation to the impacts of the offences before them.

“Child pornography⁹ crimes have major and often lifelong consequences. The images of their abuse, of the cruelty they have been subjected to, will never cease to haunt them. By participating in this virtual market, offenders are helping to perpetuate real impacts on victims.”

- THE HONORABLE BENOIT GAGNON, J.C.Q.¹⁰

⁹ The term “child pornography” is defined in s.163.1 of the Criminal Code. For the purpose of this report, it has the same meaning as “child sexual abuse material” (or “CSAM”). CSAM is the term recommended in the Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse (known as the “Luxembourg Guidelines”).

¹⁰ In *R v Larouche*, 2023 QCCQ 1853 at para 34. Translated from original French to English using DeepL.com



In 2022-23, C3P submitted at least one VIS and/or one CIS in around 80 different legal proceedings across Canada; interest in the initiative continues to grow year-over-year.

Notable developments in 2022-23:

- **Presenting to Senate Standing Committee on National Security and Defence:** For the first time, C3P's General Counsel, Monique St. Germain, presented before the Senate Standing Committee on National Security and Defence, on Bill S-7, *An Act to amend the Customs Act and the Preclearance Act, 2016*. The presentation underscored the importance of protecting the safety, privacy, and security interest of children who are depicted in CSAM in the context of Canada's borders, highlighting the work of C3P, and the need for Canada's borders to remain responsive to the ever-evolving ways in which children are exploited.
- **Highlighting gaps in services for survivors:** C3P's General Counsel, Monique St. Germain, also presented to the House of Commons Standing Committee on Justice and Human Rights. Her presentation highlighted present gaps for victims of online child sexual exploitation, including the need for better services and supports for caregivers and a workable restitution system for survivors of CSAM.
- C3P developed and submitted three new CISs in Canadian proceedings:
 - **CIS for "Deepfake CSAM,"** which refers to CSAM produced using AI software to combine pre-existing images of children, essentially creating new content. This CIS was submitted in the form of a letter to the offender and was accepted by the court in *R c Larouche*, 2023 QCCQ 1853, where C3P submitted both CISs and VISs.
 - **CIS for "Photoshopped CSAM,"** which was submitted on behalf of identified and unidentified victims of CSAM and discussed the harms of CSAM that are digitally altered, manipulated, or edited using image editing software.
 - **CIS for the agreement/arrangement offence,** which was written on behalf of all Canadian children, explained how sexualized chats about a child can cause significant harm to not only the targeted child, but also to all children.

PUBLIC AWARENESS

Raising public awareness coupled with addressing emerging issues, advocacy, and action is essential to making an impact on protecting Canadian children and supporting families.



WHY AREN'T CHILDREN PROTECTED ONLINE LIKE THEY ARE OFFLINE?

Right now, social media platforms provide those who are seeking to harm children with direct and unsupervised access to our kids 24-7, and the risk of harm is rising. Cybertip.ca witnessed a 36% increase in the overall online victimization of children in 2022 compared to 2021. Unlike offline, where governments have rules and regulations for companies and spaces that serve children, online guardrails simply do not exist in the same way. The responsibility has entirely – and unfairly – been placed on parents.

We encouraged Canadians to share the campaign about the need to prioritize online regulation, which resulted in more than **937,000 impressions across social media**, and **20.6 million+ impressions** through digital billboards across Canada.



00:00:00:00

YOUTH ARE BEING TARGETED ONLINE.

REPORT TO **cybertip!ca**[®]
WE CAN HELP.

SUPPORTED BY **Manitoba** 

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WE CAN HELP

This campaign from March 2022 encouraged the public to report online sexual violence to Cybertip.ca, earning more than 2.6 million impressions across Facebook[®], Instagram[®], and YouTube[®].

SEXUAL IMAGE SHARED?

SUPPORTED BY **Manitoba** 

FILE CAN'T BE FOUND

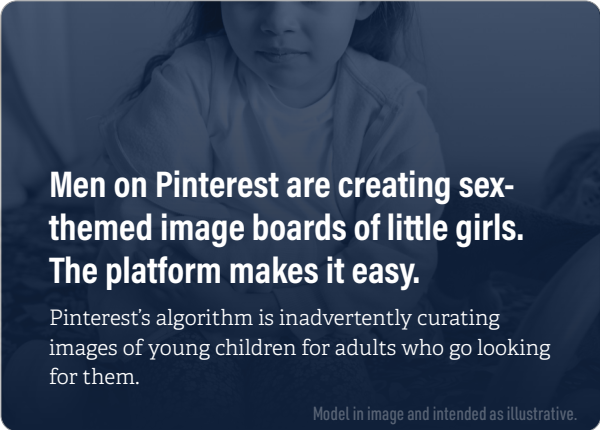
Having an intimate image shared feels catastrophic for youth. This campaign reminded the public that Cybertip.ca can help those who have had their intimate image shared and help remove the image. The campaign reached over three million impressions on social media, resulting in nearly 500,000 link clicks leading to Cybertip.ca.

Models in images and intended as illustrative.

Models in image and intended as illustrative.

LENDING EXPERTISE TO NEWS INVESTIGATIONS

C3P helps journalists understand the bigger picture when it comes to child sexual exploitation online. Our unique lens through Project Arachnid and Cybertip.ca allows us to provide invaluable data to investigative journalists.



Men on Pinterest are creating sex-themed image boards of little girls. The platform makes it easy.

Pinterest's algorithm is inadvertently curating images of young children for adults who go looking for them.

Model in image and intended as illustrative.

"This is material that is innocently posted and is now being used to drive sexual interest in children."

- STEPHEN SAUER,
C3P DIRECTOR OF CYBERTIP.CA¹¹



EXCLUSIVE: Meta Failed To Protect Instagram's Child Models From Pedophiles

Model in image and intended as illustrative.

"In our experience, the publication of sexualized child modeling imagery – often images that don't rise to the level of being unambiguously illegal – are frequently used as promotional conduits to signal the availability of child sexual abuse imagery on other channels."

- LIANNA MCDONALD,
C3P EXECUTIVE DIRECTOR¹²

¹¹ *Forbes*, Thomas Brewster, June 25, 2022. <https://www.nbcnews.com/tech/internet/pinterest-algorithm-young-girls-videos-grown-men-investigation-rcna72469>

¹² *NBC*, Jesselyn Cook, March 9, 2023. https://www.forbes.com/sites/thomasbrewster/2022/06/25/meta-is-having-a-tough-time-keeping-pedophiles-off-instagram/?utm_medium=social&utm_source=ForbesMainTwitter&utm_campaign=socialflowForbesMainTwi&sh=61b29b705765

COMMITMENT TO PROTECTION: PARTNERS AND SUPPORTERS

FOUNDING PARTNERS

We would like to extend our utmost appreciation to our founding partners for their unique contributions to the protection of Canadian children.



Government
of Canada

Gouvernement
du Canada

MAJOR CONTRIBUTORS

Our work would not be possible without support from the private and public sector. We thank all of the organizations we work with day in and day out and acknowledge their commitment to making the protection and safety of children a priority.



Additional Supporters



GOVERNMENT ALLIES



Government
of Canada

Gouvernement
du Canada

The generous support from the Government of Canada helps C3P raise awareness of our programs and services. Public Safety Canada's steadfast support of Cybertip.ca under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* is essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Coordination Centre.



C3P also receives support from the Government of Manitoba and is a designated agency in the Province to receive reports under *The Child and Family Services Act* (Manitoba) and its regulations, as well as to receive requests for assistance and provide support pursuant to *The Intimate Image Protection Act* (Manitoba).



Home Office

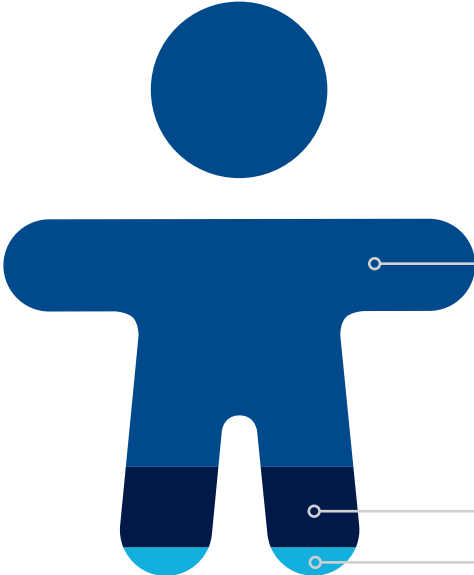
Recent enhancements to C3P's Project Arachnid initiative have been supported, in part, by the Secretary of State for the Home Department in the United Kingdom. The goal of Project Arachnid is to work in collaboration on a global scale to reduce the availability of CSAM.

INTERNATIONAL FOUNDATION SUPPORT

Recognizing the global reach of our work, C3P has received support from international foundations. C3P gratefully acknowledges financial support provided by these foundations.

FINANCIAL STATEMENTS

95 cents of every dollar spent in 2022-2023 went towards the delivery of programs and services to protect children



81%



Support and Intervention Services for Children/Families

14%



Awareness, Education, and Prevention Services

5%



Administration

This financial information is extracted from the 2023 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.



Financial Statements		
	12 Months Ending (2023-03-31)	12 Months Ending (2022-03-31)
ASSETS		
Current Assets	2,525,873	2,753,849
Capital Assets	8,830	30,020
	2,534,703	2,783,869
LIABILITIES		
Current Liabilities	589,702	607,364
Deferred Contributions	456,970	897,628
Deferred Capital Contributions	8,830	30,020
	1,055,502	1,535,012
NET ASSETS	1,479,201	1,248,857
	2,534,703	2,783,869
REVENUE		
Contributions	4,011,065	3,383,192
Sponsorships	830,239	815,792
Products & Services	342,340	243,334
Grants	2,833,540	2,794,691
Donations	683,325	292,364
Other Income	23,337	6,264
	8,723,846	7,535,637
EXPENSES		
Programs	8,031,017	7,089,205
Administration	441,295	344,116
Amortization	21,190	21,190
	8,493,502	7,454,511
EXCESS OF REVENUE OVER EXPENDITURES	230,344	81,126



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

 protectchildren.ca

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