



Social Value Report
2011–2012

protectchildren.ca



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Helping families. Protecting children.

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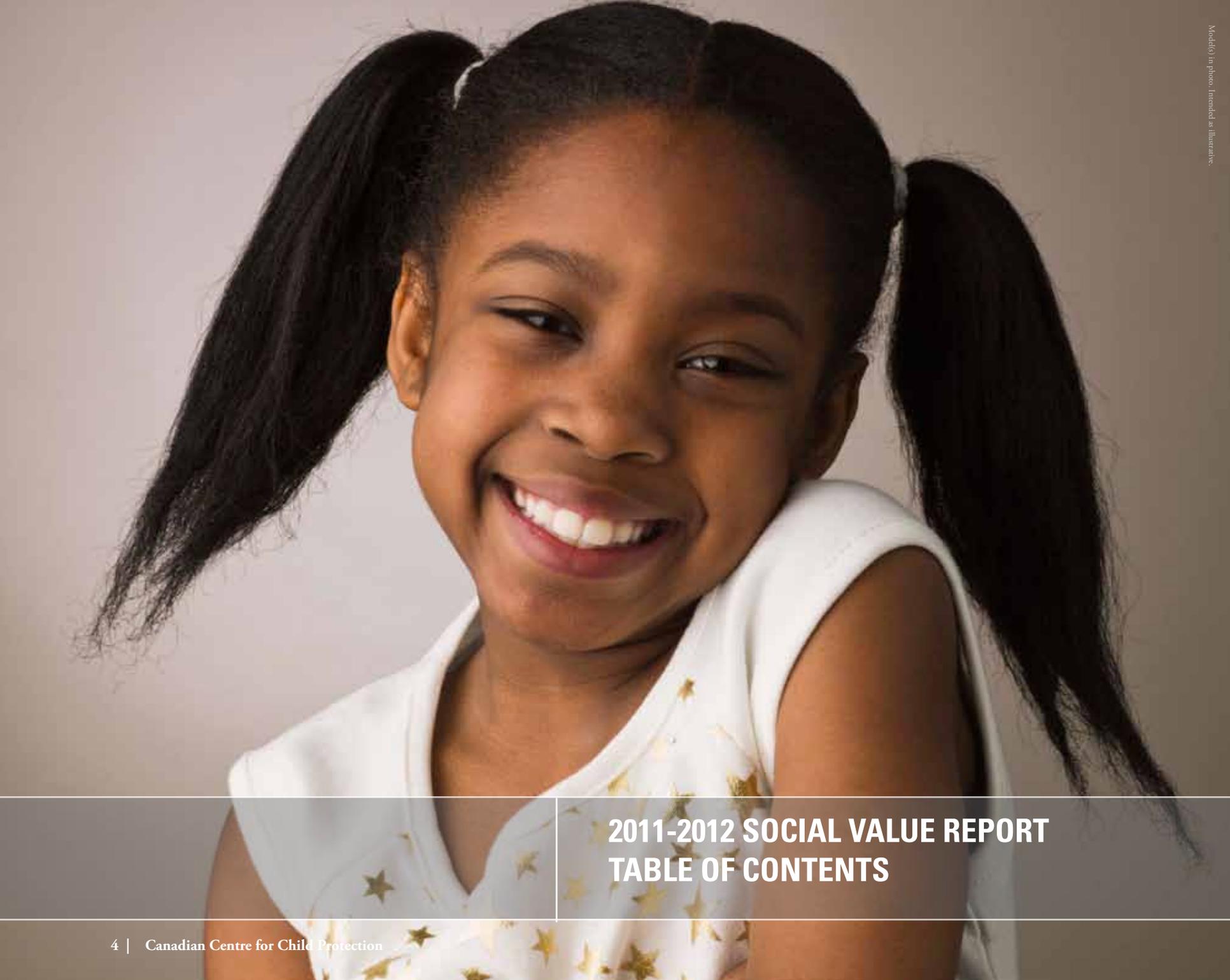
CANADIAN CENTRE *for* **CHILD PROTECTION**®
Helping families. Protecting children.

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FOREWORD

A MESSAGE FROM THE CHAIR
AND EXECUTIVE DIRECTOR

The 2011/12 fiscal year has been an incredible time of progress and accomplishment for the Canadian Centre for Child Protection. We began the year with the inaugural launch of MissingKids.ca, a new service to help searching families locate their missing children. On the day of the announcement, the Canadian Centre was supported by the Right Honourable Stephen Harper, Prime Minister of Canada, and the Honourable Rob Nicholson, Attorney General of Canada. Since the initial launch of the program, we have served over 400 families, partnered with over 100 police agencies and have been involved in the safe recovery of several high profile missing children cases.

Another of our key programs, Cybertip.ca, continues to be an integral component of *Canada's National Strategy for Protecting Children from Sexual Exploitation on the Internet*. This year, the tipline received a record breaking 10,101 reports, with Cybertip.ca staff analyzing and triaging nearly 40% of those reports to law enforcement. One of these reports resulted in 43 individuals being arrested and several children rescued from abuse. This demonstrates the difference one person can make by taking the time to report concerns surrounding child sexual abuse and exploitation on the Internet. Also this year, in an effort to facilitate reporting from those offering an Internet service, the Government of Canada introduced legislation requiring the mandatory reporting of child pornography. Under this legislation, the Canadian Centre for Child Protection, through its Cybertip.ca program, was designated as the reporting entity to receive tips regarding websites where child pornography may be publicly available.

Raising the public's awareness and educating Canadian families continues to be a key focus for the Canadian Centre for Child Protection. This past year, over 1 million pieces of prevention material were sent to schools across the country and an additional 1,600 schools adopted our innovative child personal safety program, Kids in the Know. This means that nearly every child in Canada received educational information about ways to increase their personal safety and reduce the risk of being sexually abused or exploited. The Kids in the Know program is now in every province across Canada. The Canadian Centre also responded to educators' requests for more e-learning opportunities. We launched an online virtual training academy in order to facilitate learning and offer the convenience

and flexibility that is not always available to educators in traditional classroom training.

This past year, we developed two new programs to assist professionals in better protecting children and preventing child sexual abuse and exploitation. *Teatree Tells: A Child Sexual Abuse Interview Guide* is designed to help frontline child protection workers with discussions involving young children about child sexual abuse concerns. This unique tool includes important information about the role of technology in the sexual abuse of children. As well, to complement our internationally recognized Commit to Kids program, our agency developed a simplified version of the program to assist smaller, less structured child-serving organizations in preventing child sexual abuse from occurring within their environments.

We believe that in order to prevent child victimization, we must proactively take steps to educate professionals, parents, and communities about this important issue. Building awareness about child sexual exploitation and abuse must be prioritized in order to eliminate the culture of secrecy that so often surrounds this type of abuse. To do so, this year the Canadian Centre for Child Protection produced a video titled "The Time is Now" and challenged Canadians to take action and engage in the fight against the sexual exploitation and abuse of children. While this movement is in its early stages, we are excited to see its impact with regard to increasing the public's understanding that we all have a responsibility to act and stop child sexual abuse and exploitation.

We hope that you enjoy this year's social value report and we give thanks to our many partners who have stood by us over the decades. It is with this generous support that we have been able to provide our essential programs to Canadian families and children. Collectively, we can realize our vision of a world where children are protected and safe.

Lianna McDonald

*Executive Director
Canadian Centre for Child Protection*

Dr. John Wiens

*Chair
Board of Directors*



**A WORLD WHERE CHILDREN ARE
PROTECTED AND SAFE**

Our goal is to reduce child victimization by providing programs and services to Canadians.

Who we are

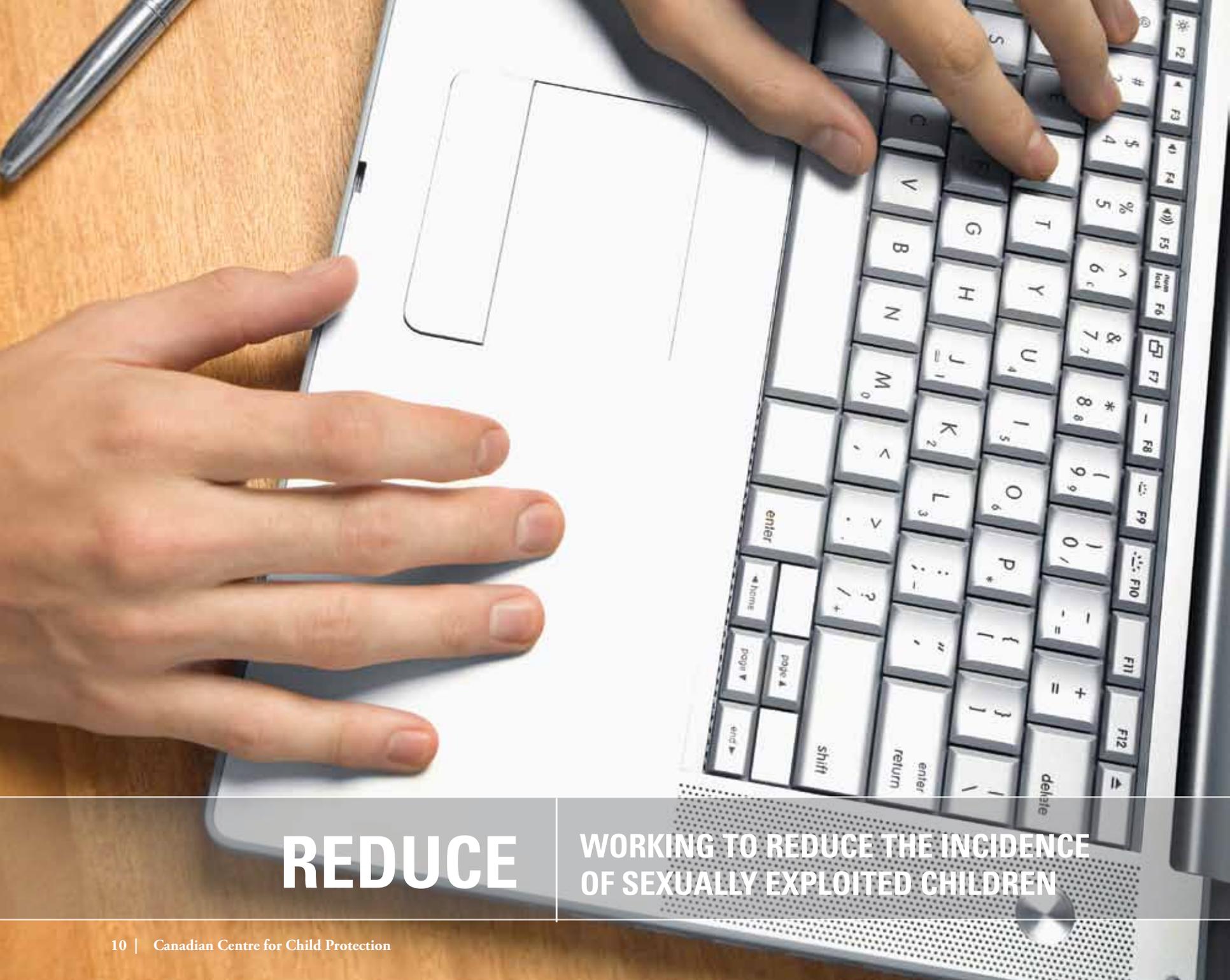
The Canadian Centre for Child Protection is a charitable organization dedicated to the personal safety of all children. Our goal is to reduce child victimization by providing programs and services to Canadians.



What we do

The Canadian Centre for Child Protection:

- + Delivers programs to increase the personal safety of children and reduce their risk of sexual exploitation
- + Prevents harm to children through education and prevention programs for children, families, schools, and communities
- + Receives and triages reports of child pornography, online luring, child sex tourism, children exploited through prostitution, and child trafficking
- + Maintains comprehensive data on the latest trends in child victimization and develops training and programs to address the risks
- + Assists in the location of missing children and accepts tips from the public regarding missing children
- + Advocates on issues relating to missing and sexually exploited children
- + Researches better practices on how to keep children safer
- + Coordinates national efforts in the area of child protection through collaboration with non-profit agencies, government, industry, law enforcement, educators, and families



REDUCE

WORKING TO REDUCE THE INCIDENCE
OF SEXUALLY EXPLOITED CHILDREN



Over the past 10 years, Cybertip.ca has evolved to become a central component of Canada's National Strategy for the Protection of Children from Sexual Exploitation on the Internet. On September 24, 2012, Cybertip.ca will celebrate its tenth anniversary. As Canada's tipline, Cybertip.ca's primary role is to receive, process and triage reports from the public with regard to child sexual abuse material, online luring, children exploited through prostitution, travelling sex offenders and child trafficking. Working closely with law enforcement agencies across the country, the tipline has responded to over 64,000 child sexual exploitation reports from the public. Hard work and close partnerships with police have resulted in over 100 individuals being arrested, numerous children removed from abusive environments and the protection of countless children both within Canada and abroad. Leading up to the tenth anniversary, the 2011/12 year has been a year of innovation, success and significant progress for Cybertip.ca.

“It is important to continue to have a central agency receive and accurately distribute tips from the public to the appropriate police agencies, avoiding overlap and inefficiency of important police resources. Without the existence of this critical reporting tool for the public, there is no doubt that many children would be overlooked in the fight against online predators. In Toronto alone, in the year 2011, there were 43 arrests that can be attributed to the Cybertip.ca system.”

- Staff Inspector Mary Lee Metcalfe, Toronto Police Service



Working closely with law enforcement agencies across the country, the tipline has responded to over 64,000 child sexual exploitation reports from the public.

Cybertip.ca by the numbers (2011/12):

- + 10,101 child sexual exploitation reports
- + 3,660 images of child sexual abuse analyzed (close to 15,000 analyzed as of March 31, 2012)
- + 38% of reports forwarded to law enforcement
- + 49 arrests executed by law enforcement (at least 100 arrests as of March 31, 2012)
- + 205,610 downloads of educational material (over 815,000 downloads as of March 31, 2012)



Reporting makes a difference

Cybertip.ca received a report from an individual who had been communicating online with a male in Ontario. The reporting person described the suspect sending images of child pornography, in addition to disclosing that he was a parent. A Cybertip.ca analyst completed a variety of online searches and forwarded the report to York Regional Police. An investigation ensued and the individual was subsequently arrested and charged with *Possess and Distribute Child Pornography*.

“I just became aware of your website, great and important work, keep it up.”

- Feedback received through the Cybertip.ca “Contact Us” form

Commitment to Innovation

Cybertip.ca strives to be innovative with the technical systems and solutions implemented in its work to reduce the incidence of online sexual exploitation of children. The tipline also collaborates with various law enforcement, hotline, and private sector partners on technical issues that may arise in the work it performs.

“It has been evident in the reports Cybertip has produced that they continue to make advancements in their quality of work, both in the timeliness of the reports reaching investigators and in the detail of the information provided. They have truly become a relied upon partner with our Units in the challenge of investigating cases of Internet Child Exploitation.”

- Staff Sergeant Steve Lorne, Alberta Law Enforcement Response Team

Highlights from 2011/12 include:

- + Working with the Ontario Provincial Police Child Sexual Exploitation Section to review technical practices and possible information sharing in an effort to support law enforcement in protecting children from online sexual exploitation.
 - + Working collaboratively with INHOPE member hotlines to improve the processing of reports and applying technical solutions to the Cybertip.ca system to advance methods for sharing information.
 - + Implementing a technology to calculate the distance between two hash values which can then be used to determine the similarity of distinct images.
 - + Upgrading the current version of Cybertip.ca’s internal database to increase efficiencies in processing reports. The new system is expected to be completed in 2012/13.
-

Strengthening Ties and Building Awareness

Cybertip.ca works in partnership with government, law enforcement, child welfare, the private sector and other non-profit organizations to deliver services to the Canadian public. During the 2011/12 fiscal year, Cybertip.ca made a number of key connections in each of these sectors that will assist it in the important work it does in supporting agencies across the country and educating the Canadian public.

Federal Mandatory Reporting of Child Pornography

On December 8, 2011, the Honourable Rob Nicholson, P.C., Q.C., M.P. for Niagara Falls, Minister of Justice and Attorney General of Canada, accompanied by Robert Goguen, M.P. for Moncton-Riverview-Dieppe and Parliamentary Secretary to the Minister of Justice, announced that Bill C-22, *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons Who Provide an Internet Service*, came into force. Under the legislation, the Government of Canada named the Canadian Centre for Child Protection, through our Cybertip.ca program, as the designated agency to receive tips regarding websites where child pornography may be publicly available.



Lianna McDonald, Executive Director of the Canadian Centre for Child Protection, speaks in support of Bill C-22 at the federal government's December 8th press conference. Also pictured, from left to right Inspector Scott Naylor, Ontario Provincial Police, Robert Goguen, Parliamentary Secretary to the Minister of Justice, and Rob Nicholson, Minister of Justice and Attorney General of Canada.

“The goal of mandatory reporting is to facilitate the reporting of child pornography on the Internet. We are confident that this legislation will reduce the circulation of these harmful images, rescue victims and identify those committing crimes against children.”

*- Lianna McDonald,
Executive Director, Canadian Centre for Child Protection*

“Canadians are rightfully concerned that in 2010, child pornography offences were up by more than 30 percent. The sexual exploitation of children by Internet sexual predators is a very serious crime and our Government is committed to taking tough action against it.”

- Honourable Rob Nicholson, Minister of Justice and Attorney General of Canada

A successful outcome through collaboration

Cybertip.ca received a report from the mother of a child under the age of 16 who described that her child had been communicating with an individual believed to be 20 years old. The communication, which occurred through a social networking site and text messaging, was sexual in nature and included plans to meet for a sexual purpose. A Cybertip.ca analyst completed a variety of supplemental searches, obtaining and verifying information. The report was forwarded to the Sûreté du Québec Cybersurveillance and RCMP B Division ICE Unit. The information was subsequently forwarded to Gatineau Police who completed an investigation resulting in an individual being charged with Invitation to Sexual Touching. Additional information learned during the investigation also led to the individual being charged by law enforcement in Newfoundland with offences related to sexual contact with children under the age of 14 years.

Partnering with Law Enforcement

Throughout 2011/12, Cybertip.ca continued to work closely with our valued law enforcement partners, including in-person meetings with more than 10 agencies across Canada. The following are some examples of the activities undertaken in partnership with these agencies:

- + The Missing and Exploited Children Conference held in May 2011 was attended by over 150 law enforcement officers from across Canada.
- + In October 2011, Cybertip.ca held the second annual Law Enforcement Advisory Committee meeting that involved participants from six agencies across Canada.
- + Cybertip.ca presented at the Canadian Internet Child Exploitation Course on two occasions in 2011/12 regarding its role as Canada's tipline for the public to report the online sexual exploitation of children.
- + Six law enforcement agencies from across Canada participated in the Self/Peer Exploitation Working Group to assist in the development of a resource guide for school-based police officers, schools, and families to utilize when responding to self/peer exploitation incidents.
- + In consultation with police officers working in the areas of online child sexual exploitation and community policing, Cybertip.ca created a parent presentation on the topic of Internet safety for community liaison officers to deliver in communities across the country.

Working with Child Welfare

In 2011/12, frontline child protection workers in Ontario and Manitoba expressed an interest in learning more about the impacts of technology on child protection issues, specifically child sexual abuse. In response to this, the Canadian Centre for Child Protection developed *Teatree Tells: A Child Sexual Abuse Interview Guide*. This resource guide is designed to assist frontline child protection workers in discussions with children 12 years of age and under about child sexual abuse concerns. The guide provides important information about technology, including how it may be used to groom children, how it may be used to record the commission of an offence and how this may impact a child's disclosure.

See the EDUCATE section for information on how this guide is being used today.



Cybertip.ca presented at the Canadian Internet Child Exploitation Course on two occasions in 2011/12 regarding its role as Canada's tipline for the public to report the online sexual exploitation of children.

Raising Public Awareness

Cybertip.ca is tasked with raising the public's awareness regarding the issue of online child sexual exploitation.



Cybertip.ca partnered with Beyond Borders for the “Man to Man” campaign - created to engage men in taking action to stop the demand of child sexual exploitation. Cybertip.ca was promoted as the reporting body for the campaign.

The Canadian Centre worked with Frantic Films to develop two Public Service Announcements (PSAs) for Cybertip.ca. The PSAs are designed to increase the public's awareness about the pressures and risks today's technology presents to children and youth, and of Cybertip.ca, which is available to provide families with support and resources to help keep their kids safe.

Since mandatory reporting legislation was proclaimed in Manitoba in 2009, Cybertip.ca has executed four public awareness campaigns. During this time, reports of suspected child pornography submitted by individuals within Manitoba have increased by 49.8%, suggesting that those within Manitoba have a greater awareness and understanding of their duty to report suspected child pornography.



In 2011/12, representatives of the Canadian Centre for Child Protection were involved in over 115 interviews with media outlets across the country to discuss the Canadian Centre's various programs and initiatives.



Self/Peer Exploitation

A New Social Challenge

Over the past few years, Cybertip.ca has seen a marked increase in the number of reports involving youth sending sexually explicit images/videos to peers. Coined in the media as “sexting,” this type of activity is generally defined as youth creating, sending or sharing sexual images and/or videos with peers via the Internet and/or electronic devices. In response to this growing issue, Cybertip.ca established a working group that included educators, law enforcement, school board curriculum consultants, forensic psychologists and crown prosecutors to assist in the development of resource guides for managing self/peer exploitation incidents.

Designed to provide school personnel, families, and school-based police officers with a framework for addressing and supporting youth involved in self/peer exploitation incidents, these guides will be released to schools across the country in 2012/13.

Assisting a teen in distress over a self/peer exploitation incident

A 16-year-old youth contacted **Cybertip.ca** in regard to a video that contained images of her being posted on a video hosting website. The teen described that in two of the images, she was topless, with her arm covering her breast area. She indicated that she had taken the images and sent them as a joke to a friend. She did not know who created the video and was quite distressed about it being available on the Internet. Cybertip.ca assisted the girl by providing information about the steps she could take to have the content removed from the site. Shortly thereafter, when the content was taken down, the family contacted Cybertip.ca and expressed their relief and gratitude for the tipline’s assistance.

Keeping Children Safe

In addition to receiving reports from the Canadian public regarding the online sexual exploitation of children, Cybertip.ca also provides the public with information, resources, and support to help keep Canadian families safe while using the Internet. With over 64,000 reports submitted by Canadians, the tipline offers a unique lens into how children are being accessed and exploited on the Internet. By assessing the reports, we better understand the online risks confronted by children, identify new ways that offenders are using the Internet and other technology to access and exploit children, and are able to consistently create and update quality education material that can be used by teachers, parents, law enforcement and others to better protect children.

In 2011/12, Cybertip.ca received more than 600 direct requests for educational material, Internet safety information, and referral services. Additionally, there were more than 200,000 downloads of educational material from the Cybertip.ca website.

Of the nearly 1,000,000 pieces of educational material sent to Canadians, our organization distributed close to 60,000 pieces specifically to law enforcement across the country. A few examples include:

- + RCMP E Division assembling and distributing Internet safety toolkits, which included Cybertip.ca material, to over 100 RCMP detachments and other police services in British Columbia.
- + Every integrated child exploitation unit across Canada (50) receiving a copy of the Commit to Kids program and information cards. Law enforcement officers working in the area of child sexual exploitation are in a unique position to educate child-serving organizations and parents about how these crimes against children can be reduced.

“Cybertip.ca has developed some of the best educational material that I have seen. It is obvious that the message is getting through to the members of the public and especially the children. I have completed a number of Educational and Awareness campaigns and when I have delivered them to the children of Ontario they have recited some of the information that they have learned from the Cybertip.ca campaigns. Education is prevention and the more that exists, the better chance we have of reducing child victimization.”

- Detective/Sergeant Frank Goldschmidt, Ontario Provincial Police

“The BC ICE Unit strongly believes that through education we as a community and Province can understand the scope of this issue and stop the exploitation of our most valuable, our children. I believe Cybertip.ca, our National reporting agency, is leading-edge with respect to education and awareness on the issue of child exploitation.”

- Staff Sergeant Bev Csikos, NCO i/c Integrated Child Exploitation Team, RCMP “E” Division Major Crime

A special thanks to all of our **cybertip!** partners:



Public Safety
Canada

Sécurité publique
Canada

Manitoba 

Bell



SHAW)

MTS 

SaskTel 

Hayes | eLaw LLP

ASSIST

ASSISTING IN THE LOCATION
OF MISSING CHILDREN

Model(s) in photo. Intended as illustrative.



MissingKids.ca is Canada's missing children resource and response centre. Launched in May 2011, MissingKids.ca offers support to searching families in finding their missing child and provides educational materials to help prevent children from going missing.

MissingKids.ca has four primary functions:

1. To assist in the location of missing children;
2. To provide educational material to help prevent children from going missing;
3. To be an information and resource centre on missing children; and
4. To co-ordinate efforts and assist stakeholders in the delivery of missing children services.



The Right Honourable Prime Minister Stephen Harper with Crystal Dunabee, mother of Michael Dunabee, who was four years old when he disappeared from a Victoria, BC sports field on March 24, 1991.

This website constitutes an important step towards keeping Canadian youth safe, and I am glad that our Government was able to assist in promoting this valuable service.”

- The Right Honourable Prime Minister Stephen Harper, commenting on MissingKids.ca

“Our government takes the safety of our citizens very seriously, particularly the most vulnerable members of our society — our children. We commend the work done by the Canadian Centre for Child Protection to find missing children, support their families and contribute to research on missing and sexually exploited children.”

- Honourable Rob Nicholson, Minister of Justice and Attorney General of Canada

Supporting Families of Missing Children: *First Year Highlights*

- + MissingKids.ca caseworkers were involved in directly supporting and/or providing outreach to 407 missing children cases involving 428 children across Canada, as well as 6 international cases involving 7 children.
- + MissingKids.ca featured 95 missing children cases on a national scale through our partnerships with CIBC, Rogers, Peak of the Market and Trucking News.
- + Canadians submitted 57 tips and 32 sightings to MissingKids.ca.
- + Over the past year there were almost 250,000 page views to the MissingKids.ca website. The most visited part of the site is the database profiling the cases of missing children in Canada.

Over the past year, caseworkers were involved in directly supporting and/or providing outreach to 407 cases involving 428 children.

Helping Bring our Missing Children Home September 2011

Abducted boy returned home safely

When a 3-year-old boy went missing from a small community in British Columbia, MissingKids.ca was actively involved throughout the duration of the search. MissingKids.ca maintained regular contact with the police and victim services, leveraging our technological resources and case management expertise to offer support to the search efforts. During the course of the 3 days the boy was missing, MissingKids.ca contacted 351 businesses/organizations spanning 84 communities in British Columbia and Alberta in order to distribute the missing child poster. In total, our poster distribution reached more than 20,000 contacts. In addition, through our partnership with Pattison Outdoor Advertising, the missing poster went up on 42 digital billboards; and with support from Mac's Convenience Stores the poster was displayed on more than 300 of their digital in-store screens.

“From the initial call and throughout the ordeal, the staff at MissingKids.ca was professional, informative, and provided timely services to get the message out to the public on the details of the missing child and abductor. In this particular case, difficulties arose in establishing an Amber Alert in Alberta. Missingkids.ca was able to fill this void with an impressive information campaign that ensured this event was made known to the public in our neighboring province.”

- Sergeant Lorne Craig, Detachment Commander, RCMP “E” Division

September 2011

Girl missing for three years reunited with father

Thanks to the observant eye of a stranger in Montreal, a 7-year-old girl from Manchester was reunited with her father after a 3-year long search. MissingKids.ca worked closely with the father for almost two years, supporting him and assisting in both the search for his daughter and in the reunification process.

“I would like to extend my thanks to the dedicated team at MissingKids.ca who provided ongoing support to me throughout this ordeal.”

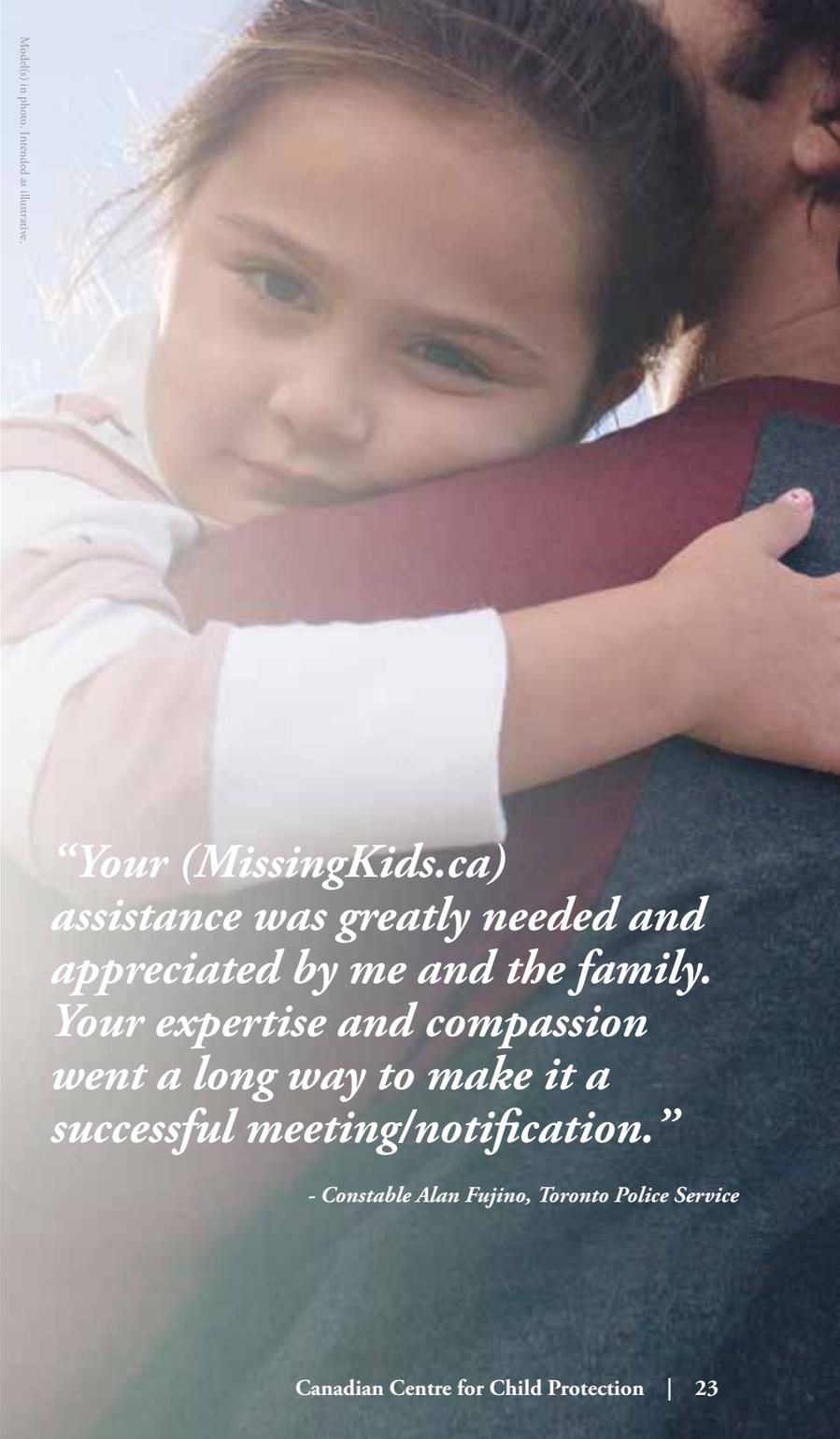
- Father from Manchester who was reunited with his daughter

December 2011

Father reunited with daughter after an 18-year-long search

MissingKids.ca worked closely with the Toronto police and a father in the search for his daughter who was abducted by her mother in 1993 at the age of 1. When the daughter was located in December 2011, MissingKids.ca staff assisted police in notifying the father that his daughter had been located and the daughter that she was in fact a victim of childhood abduction. In the months that followed, MissingKids.ca assisted the family during the reunification process.

Model(s) in photo, intended as illustrative.



“Your (MissingKids.ca) assistance was greatly needed and appreciated by me and the family. Your expertise and compassion went a long way to make it a successful meeting/notification.”

- Constable Alan Fujino, Toronto Police Service

May 2012

Two Winnipeg children safely returned home

A young brother and sister went missing from Winnipeg in August 2008, when their father failed to return them from a court-ordered visitation. Since that time, MissingKids.ca has worked closely with their mom and law enforcement in the search for the children. Four years after their abduction, the siblings were safely located and reunited with their mom on May 25, 2012 – International Missing Children’s Day.

“I cannot put into words how grateful I am for all the wonderful support I received from the community over the past 3 years. I want to thank the Winnipeg police missing persons unit for their amazing persistence and to the Canadian Centre for Child Protection for standing by me and guiding me through the worst 45 months of my life. You all helped me stay strong for the most important moment of my life, for that you will always be in my heart and a part of my family.”

- Mother of two Winnipeg children who were safely recovered four years after their abduction

“Because of the determination and unrelenting persistence of the Canadian Centre for Child Protection, the children are now where they should be — safe in the arms of their mother.... Working conscientiously on this case and in coordination with other agencies demonstrates the great lengths the Canadian Centre goes to in order to ensure there is a strong voice on behalf of children in our community.”

- Winnipeg Mayor Sam Katz

Engaging Canadians in the Search for our Missing

Partnering with Law Enforcement

Our National Law Enforcement Advisory Committee, comprised of 16 police agencies across the country, continues to support the progress of MissingKids.ca. In our first year of offering national missing children services, MissingKids.ca reached out to nearly 100 different police agencies/detachments with regard to missing children cases.

“The investigation of a missing child is one of the highest priorities in law enforcement. It is through our partnership with MissingKids.ca that we can actively engage the family or caregivers of our missing kids and concentrate our resources and efforts on the investigation. MissingKids.ca bridges the gap between law enforcement and the missings’ families, offering expert advice and guidance. A true calm in the storm.”

- Inspector Janis Gray, Assistant Operations Officer, Lower Mainland District Region, RCMP “E” Division

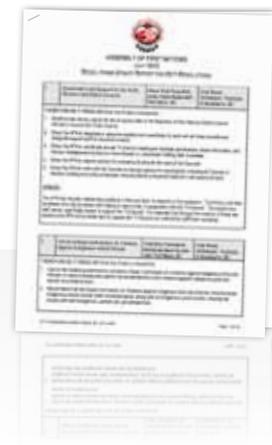


In February 2012, the Canadian Centre for Child Protection, the Assembly of First Nations (AFN) and the RCMP launched a campaign to raise awareness about MissingKids.ca in First Nations and Aboriginal communities. Far left: AFN National Chief Shawn A-in-chut Atleo. Far right: Christy Dzikowicz, Director of MissingKids.ca.

Partnering with First Nations Communities

In 2010, we established a First Nations and Aboriginal Advisory Committee to assist the Canadian Centre for Child Protection in the development of culturally appropriate public awareness materials. A close working relationship also ensued with the Assembly of First Nations (AFN) and the RCMP's National Aboriginal Policing Unit. This joint effort to help ensure that all First Nations and Aboriginal communities in Canada know where to turn when a child is missing resulted in more than 150,000 pieces of public awareness materials being disseminated to 650 band offices and 700 RCMP and First Nations police detachments.

In July 2011 at the Assembly of First Nations' annual general assembly, a resolution supporting MissingKids.ca and the Canadian Centre for Child Protection was passed unanimously by all Chiefs.



“The stark reality that more and more First Nation youth go missing in Canada each year is unacceptable.... The Assembly of First Nations is proud to work together with the Canadian Centre for Child Protection to support the development of First Nation resources and tools to be available to First Nations youth right within their communities.”

- AFN National Chief Shawn A-in-chut Atleo



Every Second Counts: MissingKidsALERT Launch

When a child goes missing, every second counts. In May 2012, on the eve of International Missing Children's Day, the Canadian Centre for Child Protection was joined by the Honourable Rob Nicholson, Minister of Justice and Attorney General to launch MissingKidsALERT. This new public notification service allows Canadians to sign up (at MissingKidsALERT.ca) to receive geographically targeted alerts through a variety of electronic platforms when a missing child is believed to be in their community. Through this service, MissingKids.ca will actively engage individuals and businesses by creating a network of Canadians in every region of the country who will be the eyes and ears of police and who will be engaged in the search for our missing children.

“I encourage all families across Canada to sign up to receive notifications through the Canadian Centre’s MissingKidsALERT service. We need to be ready the next time a child goes missing. While we cannot change our tragedy, it is our hope that this critical service will prevent another family from going through what we experienced with Kimberly’s abduction and murder.”

- Jo-Anne Landolt (aunt of Kimberly Proctor from Langford, British Columbia, a Grade 12 student who was abducted and murdered in March 2010), speaking at the May 24, 2012 launch of MissingKidsALERT



A special thanks to all of our  founding partners:



Government of Canada

Gouvernement du Canada



For what matters.



Sharing Knowledge and Expertise: 12th Annual MECC



This year marked the 12th annual Missing and Exploited Children Conference (MECC), a three-day training conference attended by members of law enforcement, social workers, educators, prosecutors, counselors, lawyers and medical professionals. The conference featured

presentations by experts in the field of missing children and child sexual abuse, and offered the 274 attendees the opportunity to broaden their knowledge, learn new strategies, and connect with others working in the area. Over the past 12 years, this conference has provided comprehensive, cutting-edge training to more than 3,000 child protection professionals.

“Please pass on my congratulations to everyone at the Canadian Centre for another great conference! I thought the week’s speakers were fabulous. They were knowledgeable and gave well thought out and at times entertaining sessions.”

— 2012 conference participant

“I just wanted to say thank you for putting on such a fantastic conference. It was a great opportunity to learn and make some new contacts. The quality of presenters was excellent. I really enjoyed the tour of your facility as well. Your team worked very hard and was really well organized.”

- Sergeant Scott Layman, Regina Police Service



Jo-Anne Landolt, (aunt of Kimberly Proctor from Langford, British Columbia, a Grade 12 student who was abducted and murdered in March 2010) speaking at the launch of MissingKidsALERT.

Abducted and Murdered Children in Canada Research Report

During the 2011/12 year, the Canadian Centre for Child Protection undertook a research initiative with regard to abducted and murdered children in Canada — the first study of its kind in the country. So far, the project has involved an environmental scan and preliminary examination of 82 cases of non-familial child abductions across Canada that have resulted in homicide (spanning from 1961 to present day). The cases to be analyzed include those where the child victim was 16 years of age or younger.

“While the information shared today is dark and hard to hear, for the victims of such crimes, there is no winning, no closure, no ‘it’s over’ – only constant reminders of what was taken and what is lost forever.”

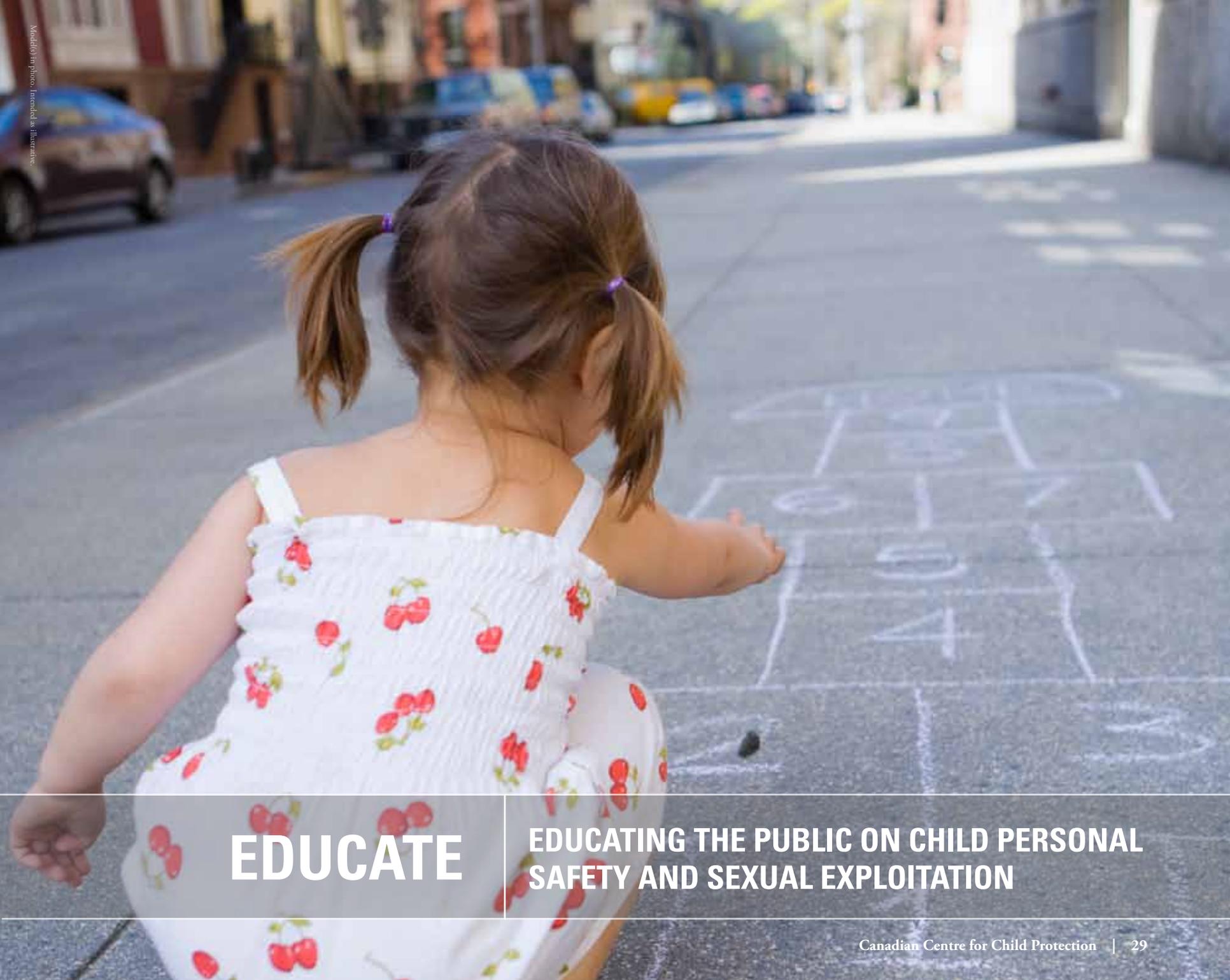
*- Lianna McDonald,
Executive Director, Canadian Centre for Child Protection*

Preliminary information was released in May 2012, with the final report expected to be released in 2013. It will include a series of recommendations to assist policy makers and other stakeholders who are working to reduce the incidence of missing and exploited children. Based on our findings, a number of educational and public awareness materials addressing the issue of increasing the personal safety of children will also be created and made available to parents and the general public.



Learn more by visiting the media section at missingkids.ca to read the May 24, 2012 news release and background.

In the coming year, the Canadian Centre for Child Protection will carry out comprehensive research into abducted and murdered children, online luring, and sexualized child modeling. This research will allow the Canadian Centre to provide important policy and program recommendations related to reducing child victimization for government, industry, law enforcement and victim services agencies.



EDUCATE

EDUCATING THE PUBLIC ON CHILD PERSONAL SAFETY AND SEXUAL EXPLOITATION

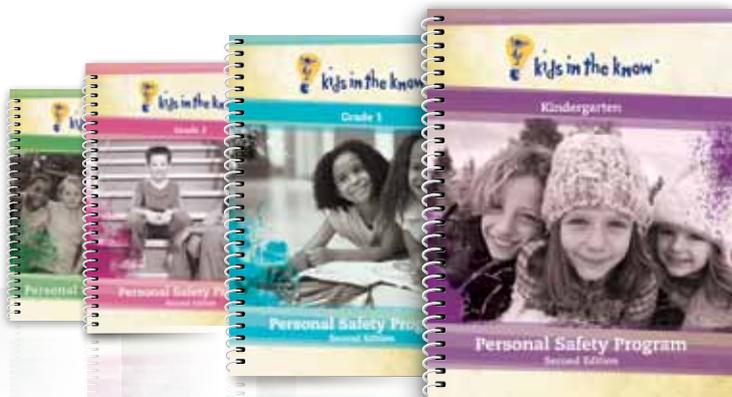


As a community, it is our shared responsibility to safeguard children and teach them skills that will help keep them safe. Safety education helps build children's confidence and critical thinking skills, and prepares them for how to react should a potentially dangerous situation arise. The Canadian Centre for Child Protection is committed to providing high-quality, effective, research-based educational materials to help parents, educators, law enforcement and others increase the safety of children and reduce their risk of victimization.

Empowering Children and Reducing their Risk of Victimization

Kids in the Know is the Canadian Centre for Child Protection's comprehensive interactive safety program designed for children and youth from kindergarten to high school. The program's purpose is to reduce child/youth victimization by teaching children effective personal safety strategies. Knowledge gained from the cases reported to Cybertip.ca allows us to continually update and create personal safety strategies based on identified emerging trends and risks.

In total, we distributed nearly 1,600 Kids in the Know programs during the 2011-12 year.



During the 2011/12 year, we distributed more than 1,600 Kids in the Know programs and associated material.

“I’ve seen this material before but on reviewing it again I am compelled to write and tell you what a fabulous site this is! This is terrific work on the part of the Canadian Centre for Child Protection and such a very, very important contribution to the field. Thank you for providing such great stuff. The Centre consistently produces excellent resources. As a provider of child sexual abuse and trauma treatment programs I’m so grateful for the work that you do.”

*- Executive Director,
Community Child Abuse Council in Hamilton, Ontario*



Expanding Coast to Coast

Educators are at the heart of change within schools and have an incredible opportunity to make a difference in lives of children, parents and the community. Kids in the Know continues to assist a growing number of teachers in discussing topics such as personal safety and sexual exploitation. The 2011/12 year saw an expansion of the program in school boards across the country, most notably in southwestern Ontario and in the Lester B. Pearson School Board of the province of Quebec.



New resource launched: Caught in the Net

In 2011/12, the Canadian Centre expanded the Zoe and Molly Online initiative to Grade 3 students with the creation of *Zoe and Molly Online: Caught in the Net*. With support from Shaw Communications, we distributed more than a quarter of a million *Zoe and Molly Online* safety materials free-of-charge to 4,500 schools across Western Canada.

“Please know that I have been using the materials you sent out for several years now, and find them some of the best educational resources available on personal safety. The ‘Zoe and Molly Online’ comic is exceptional.”

- Ontario guidance counsellor

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JIGSAW STATEMENTS ACTIVITY SHEET:

Follow instructions on page 4

STATEMENT	TRUE STORY	QUESTIONS
1 People write things in texts that they would never say face to face with the person.	On Friday night Riley and his friends were hanging out. They were talking about this girl at school that they thought was pretty hot. Riley decided to text her. His friends were egging him on and he got carried away in the moment. He sent her texts that were really sexual. He asked her to take a picture of herself in her bra and send it to him.	<ul style="list-style-type: none"> Do you think this happens often? Explain. What might be a... How can this be...
2 People forward texts that they should delete.	Katie was out for dinner with her parents and she got a text from one of her friends. She noticed her friend sent her everything on her contact list – pretty much everyone she knows. The text was about this kid at school who everybody makes fun of. Super mean! When she got to school on Monday he wasn't there.	<ul style="list-style-type: none"> Do you think this often? Explain. What might be a... How can this be...
3 People send text messages that they later regret.	Kristen is 14 years old and in Grade 8. Last year she liked this guy, Jack, who goes to a different school than she does. He plays on the same hockey team as a whole bunch of guys from her school. One Saturday, a friend teased her a message asking her if she liked Jack. Her friend asked her what she had about him. Kristen was joking around and teased back that she thought he was "hot" and wanted to go out with him. When she got to school the next day, she found out that her text was sent to many other people, and Jack was one of them.	<ul style="list-style-type: none"> Do you think this often? Explain. What might be a... How can this be...
4 People post pictures of friends without getting their permission.	Jen and her friends were hanging out on a Friday night. They started playing around and Jen was taking pictures. The pictures were pretty embarrassing. Jen thought they were hilarious and wanted to show everyone what they did on the weekend. She posted all the pictures on Facebook and tagged all of her friends. Kelly was one of the friends tagged. She was really upset with Jen for posting her pictures. Jen thought they were funny and wouldn't take them down.	<ul style="list-style-type: none"> Do you think this often? Explain. What might be a... How can this be...
5 People take pictures of others and post them without thinking of the consequences.	Ethan went to camp with his school classmates and it was tons of fun. He shared a cottage with five of his friends and two other guys. He and his friends didn't really hang out with. They would stay up all night and talk. He knew it. One night he and his friends stayed up late talking while the other two guys fell asleep. Ethan and his friends thought it would be hilarious to take a picture of one of the guys while he was off to sleep. Ethan took a picture and they laughed their heads off all night! When Ethan got back from camp he posted the pictures on Facebook.	<ul style="list-style-type: none"> Do you think this often? Explain. What might be a... How can this be...

mobility.protectchildren.ca

Supported by: TELUS

Living in a Wireless World

In 2011/12, with support from TELUS, over 100,000 copies of the *Cell Phone Safety Guide* were distributed across Canada to students and their parents. Additionally, a new *Cell Phone Safety Lesson Plan* was distributed to over 3,500 Grade 7 teachers to help them educate youth about important cell phone safety strategies.



“These resources are wonderful. I feel this information provides some of the most important life skills we can give our children.”

- Nova Scotia educator

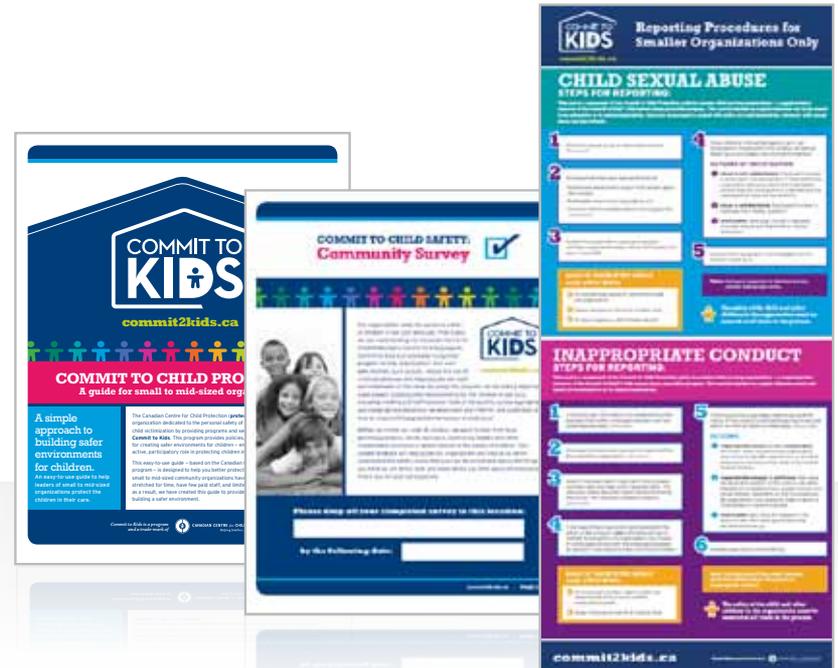
Helping Organizations Commit to Kids

New Guide to Help Smaller Organizations Protect Children

The Canadian Centre for Child Protection's Commit to Kids program provides child-serving organizations with policies, strategies and a step-by-step plan for preventing child sexual abuse from occurring within their environments. Recognizing that some small- to mid-sized community organizations that work with children have limitations (i.e. stretched for time, few paid staff, and limited resources) the Canadian Centre created an easy-to-use guide. Thanks to support from Justice Canada's Victims Fund, the Centre distributed the Commit to Kids program and the new small organization guide free-of-charge to 500 small- to mid-sized child-serving organizations across Canada.

Supported by:  Department of Justice Canada / Ministère de la Justice Canada

More than 1,300 Commit to Kids programs were distributed to child-serving organizations across Canada in 2011/12.



Community Support for Commit to Kids

A few important partnerships developed this year in support of raising awareness of the Commit to Kids program and increasing its use among Canadian organizations. The Edmonton Police Service (EPS) endorsed the Commit to Kids program in 2011. As well, the Edmonton and Area Child and Family Services Authority (CFSA) implemented the program in all of its child-serving organizations. With support from the Edmonton Police Foundation, the EPS and the Edmonton CFSA plan on distributing 10,000 Commit to Kids information cards that provide parents with three key steps to determine if their child's organization is a safe one.



Teatree Tells: Education is Prevention

New Resource for Frontline Child Protection Professionals

Through a partnership with the Ontario Association of Children's Aid Societies and special funding from the Ontario Trillium Foundation, the Canadian

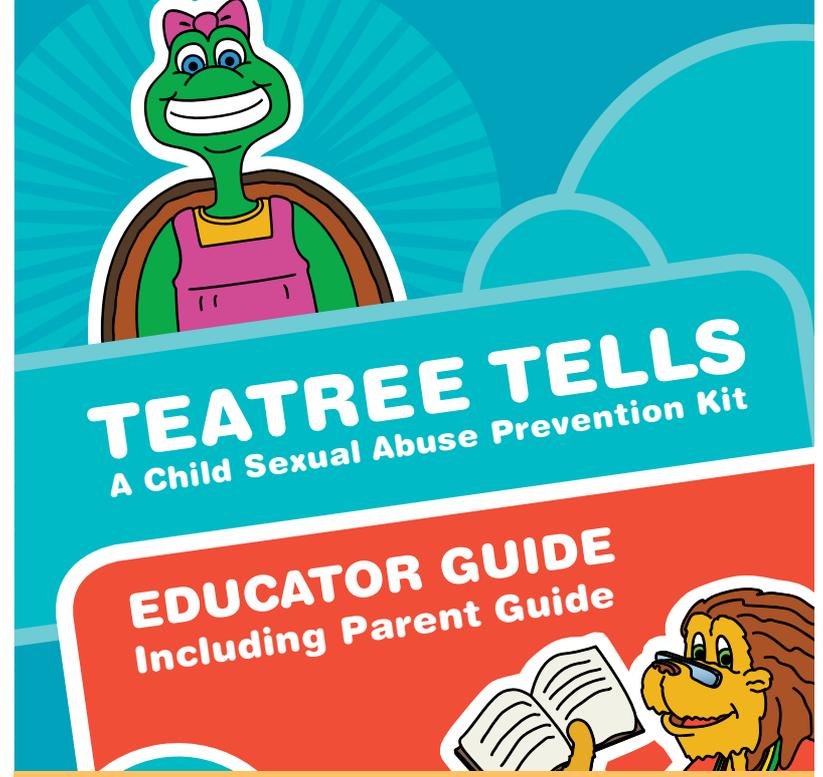
Centre for Child Protection has created the *Teatree Tells: A Child Sexual Abuse Interview Guide*. The resource guide was piloted early in 2012 and was initially distributed to all Children's Aid Societies throughout the province of Ontario. For information on how to obtain copies, please contact the Canadian Centre for Child Protection.

See the *REDUCE* section for more information on this guide.

Virtual Training Academy

Expanding our Reach through Online Training

This year, the Canadian Centre for Child Protection launched our *Virtual Training Academy*, an online resource for child protection professionals. Professionals involved in the area of child protection can access training when they need it, with topics including: child sexual abuse; the grooming process; how to handle disclosures of child sexual abuse; the impact of child sexual abuse; the Kids in the Know child personal safety program; and the Commit to Kids child sexual abuse prevention program. By expanding to online training, we are able to offer our resources and expertise to an even broader number of Canadians. For more information, visit protectchildren.ca/training.



TEATREE TELLS

A Child Sexual Abuse Prevention Kit

EDUCATOR GUIDE

Including Parent Guide

Teatree Tells: A Child Sexual Abuse Prevention Kit

First launched in March 2009, the original Teatree Tells: A Child Sexual Abuse Prevention Kit is designed to teach early childhood educators how to address the sensitive subject of child sexual abuse with families and children. With support from Bell Canada, the Canadian Centre for Child Protection distributed 2,600 copies of this kit to nursery schools, daycares and other child-serving organizations across Canada in 2011/12.



ADVOCATE

**ADVOCATING FOR AND INCREASING
AWARENESS ABOUT ISSUES WITH REGARD TO
MISSING AND SEXUALLY EXPLOITED CHILDREN**

This year, the Canadian Centre's advocacy efforts included the beginning of a movement to inspire Canadians to take action and protect children; issuing news releases in support of important new federal legislation; as well as the launch of a targeted public awareness campaign in First Nations and Aboriginal communities across Canada.



It IS in your Control

In May 2012, the Canadian Centre for Child Protection launched a new website and with it, released a new video designed to engage Canadians in the issues and motivate them to take action to protect children. The purpose of the video was to clearly show that every minute of every day our children are facing new risks – but that there is hope. The call to action centres on the role of reporting in the protection of children, the importance of education in the prevention of abuse, and acknowledges that the public can take action and make a difference

There have been more than 21,000 views of the video on our YouTube® channel, resulting in an increased awareness of the Canadian Centre, our national programs, and of the many other programs and services we offer to help Canadians protect their children and reduce their risk of victimization.



Watch the video at [youtube.com/user/ProtectChildrenCA](https://www.youtube.com/user/ProtectChildrenCA).

What people are saying:

“Wow, I loved it! Excellent presentation of such a sensitive nature. As well, it is not only child-friendly but an informative video that people of all walks of life could view and then take away the big message. Overall, I rate it as a 10 for being powerful, informative and educational!”

“I like the way that the video changes from portraying the negative things that can happen to a child at the beginning of the video to leaving me with a sense of hope and a call to action by the end of the video. We can all make a positive difference in a child’s life.”

“This video is fantastic — I didn’t realize the scope of the work that your organization does, so now I have a better understanding, and I’ve read through some of the factsheets on the website too — thanks so much for sharing this. Keep up the good and much needed work!”



The Safe Streets and Communities Act was passed through Parliament on March 12, 2012. Representatives from the Canadian Centre for Child Protection were asked to join the Right Honourable Prime Minister Stephen Harper that evening. The new bill included increasing penalties for sexual offences against children and two new offences related to the sexual exploitation of children.

New Legislation will help Protect Children

In December 2011, the Honourable Rob Nicholson, Minister of Justice and Attorney General of Canada, announced that Bill C-22: *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons who Provide an Internet Service* had come into force. The Canadian Centre issued a news release in support of the legislation and its potential to help protect children from online sexual exploitation. Bill C-22 applies to suppliers of Internet services to the public, and requires them to report tips they receive regarding websites where child pornography may be publicly available to the Canadian Centre for Child Protection (through our Cybertip.ca program).

“The goal of mandatory reporting is to facilitate the reporting of child pornography on the Internet. We are confident that this legislation will reduce the circulation of these harmful images, rescue victims and identify those committing crimes against children.”

*- Lianna McDonald,
Executive Director, Canadian Centre for Child Protection*

In March 2012, the Canadian Centre issued a news release in support of two new proposed amendments to the *Criminal Code* featured in the Federal Government’s *Safe Streets and Communities Act*. One amendment would make it an offence for anyone to provide sexually explicit material to a child for the purpose of facilitating the commission of a sexual offence against that child. The other amendment would make it illegal to use any means of telecommunications to agree or make arrangements with another person for the purpose of committing a sexual offence against a child. The bill was passed by Parliament on March 12, 2012.

“Today’s technology has created a new, largely unsupervised playground for children and has unlocked doors for adults to take full advantage of the opportunity it provides them to victimize children. As a result of Canada’s existing luring legislation, countless children have been protected in advance of a serious sexual offence from occurring. With the addition of these two new offences, our agency believes that many more children can be protected as well.”

*- Lianna McDonald,
Executive Director, Canadian Centre for Child Protection*

Helping Bring our Missing First Nations and Aboriginal Children Home

In February 2012, the Canadian Centre for Child Protection, the Assembly of First Nations (AFN) and the RCMP came together to launch a national campaign to raise awareness about MissingKids.ca among First Nations and Aboriginal communities across Canada. With the support of the Government of Canada, through the Department of Justice *Victims Fund*, the Canadian Centre for Child Protection distributed more than 150,000 pieces of MissingKids.ca public awareness materials to approximately 650 band offices and 700 RCMP and First Nations police detachments across Canada. As part of this initiative, two public service announcements (PSA) featuring National Chief Shawn A-in-chut Atleo were created. Thanks to the generous contribution of the Aboriginal People's Television Network (APTN), both PSAs continue to receive significant airtime.





**PARTNERS IN THE
PROTECTION OF CHILDREN**

The Canadian Centre for Child Protection envisions a world where children are protected and safe. It is only through the unwavering support of our partners, who provide not just financial and in-kind support, but who also share their own expertise and skills, that we are able to carry out our important work.

Government and Law Enforcement Partners

The Canadian Centre for Child Protection is extremely thankful for the generous support of the Government of Canada, which is helping ensure all Canadians have access to our programs and services. Public Safety Canada’s ongoing support of Cybertip.ca has been essential to its role in operating as Canada’s tipline.

We are also very appreciative to the Government of Manitoba for their unwavering support of our agency and the work of Cybertip.ca. As a long-standing partner, we extend our sincerest thanks for the continued support.

The Canadian Centre for Child Protection works closely with law enforcement agencies across Canada. We are grateful for their hard work and steadfast commitment to the protection of Canada’s children. We would also like to give special thanks to the National Child Exploitation Coordination Centre for its ongoing efforts to protect children from sexual exploitation on the Internet.



Founding Partners

Our heartfelt thanks go out to our founding partners — Bell Canada, TELUS, Shaw and Honeywell. Each of these organizations has made a unique contribution to child personal safety by supporting key projects or programs.



Research Series, Teatree Tells, and the Be Smart, Strong and Safe Initiative



The Mobile Safety Series



Zoe and Molly Online

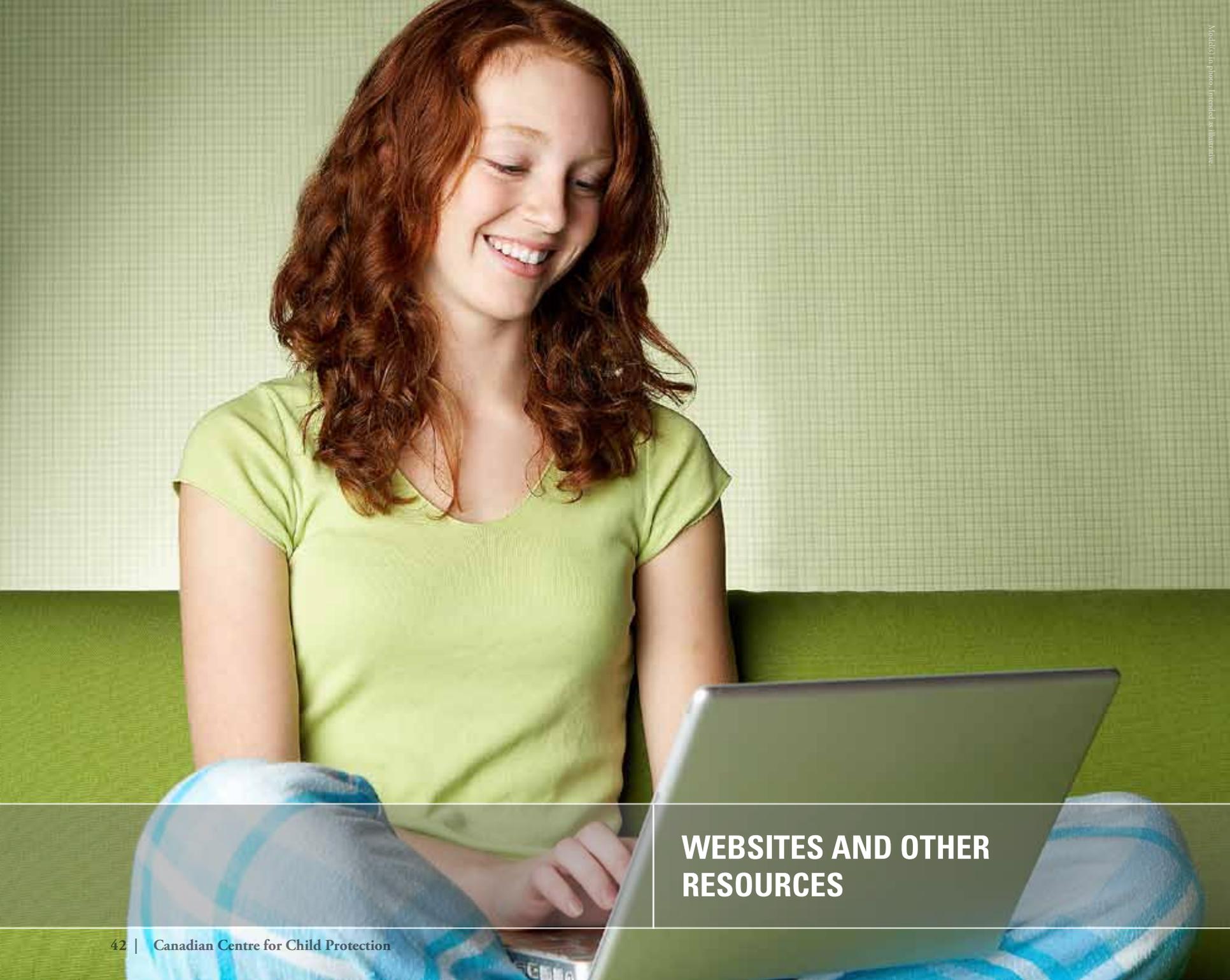


Billy Brings his Buddies

Other Major Contributors

The work that we do would not be possible without the private sector partners that have supported many of our new initiatives and allowed us to build and improve upon existing programs and services. Our sincere thanks to the companies that are helping us make a real difference in the safety of children in Canada.





WEBSITES AND OTHER RESOURCES



textED.ca (texted.ca)

Through a number of games, activities and discussion pages, the textED.ca website provides a fun, interactive platform to help teach teens to be safe, responsible and respectful texters. The website also includes a staff room where teachers can access lesson plans to help them teach youth about safe texting and life skills that will allow them to fully benefit from what is now a very public, technological world. All lessons are tied to provincial curriculum outcomes, making them ideal for use in Canadian classrooms.



Teatree Tells: A Child Sexual Abuse Prevention Kit (teatreetells.ca)

Child sexual abuse is a serious problem within our society and occurs more frequently than people realize. In order to protect children, it is important to understand what child sexual abuse is, how it happens, and how to recognize behaviour that may signal a child is in distress. The *Teatree Tells: A Child Sexual Abuse Prevention Kit* is an initiative designed for early educators to teach children 4-6-years-of-age safety strategies in an empowering and fun way.



The Door that's Not Locked (thedoorthatnotlocked.ca)

This comprehensive website is Canada's one-stop-shop for Internet safety information. It is a comprehensive, easy-to-use Internet safety portal designed to help adults understand what kids are doing online, the risks they face, and what they can do to better protect their kids. The website offers age-specific Internet safety brochures, digital safety guides, and numerous other tools and resources for parents and educators free-of-charge.



Mobile Safety (mobility.protectchildren.ca)

The goal of the *Mobile Safety* website is to educate parents/guardians about the potential risks posed to children/adolescents using cell phones, and to highlight proactive strategies that can be used to help keep youth safe. Parents can also download a copy of a *Cell Phone Safety Guide* and access a *Guide to Safe Texting* free-of-charge.



Billy Brings his Buddies (billybuddy.ca)

The *Billy Brings his Buddies* program is designed to teach children in Grade 1 about the buddy system. The website includes a downloadable Grade 1 teacher kit, an online storybook and fun, interactive games to help reinforce the buddy system safety strategy with Kindergarten and Grade 1 students.



Zoe and Molly Online (zoeandmolly.ca)

The *Zoe and Molly Online* initiative is designed to teach online safety to Grades 3 and 4 students. Through our new *Caught in the Net* comic book, Grade 3 students learn what to do if they come across inappropriate material online. Grade 4 students use the original *Zoe and Molly Online* comic and interactive online activities to learn about the risks associated with playing games, sharing personal information and sending pictures online.



Be Smart, Strong and Safe (smartstrongsafe.ca)

The *Be Smart, Strong and Safe* initiative is designed to educate Grade 5 and 6 students about sexual abuse. Through a number of fun activities, children learn how to identify inappropriate behaviour and how to talk to a safe adult when something makes them feel uncomfortable. An activity booklet and other resources for parents and teachers can be downloaded from the website.



Respect Yourself (respect-yourself.ca)

The *Respect Yourself* initiative is designed to teach youth in Grades 7 and 8 about the risks they face when sending pictures or videos of themselves by email or instant messaging, or by posting them online. Teens can download the *Respect Yourself* activity booklet and access important tips and information from the website. A new, more interactive website is planned for launch in 2013.

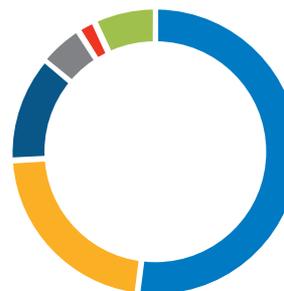


FINANCIAL STATEMENTS

Financial Statements

	12 months ending March 31, 2012	12 months ending March 31, 2011
Assets		
Current assets	869,331	1,098,240
Capital assets	23,362	28,408
	892,693	1,126,648
Liabilities		
Current liabilities	106,238	211,854
Deferred contributions	227,265	480,794
Deferred capital contributions	23,362	28,408
	356,865	721,056
Net assets	535,828	405,592
	892,693	1,126,648
Revenue		
Contributions	2,111,099	2,243,706
Sponsorships	1,227,099	774,926
Products & services	291,893	355,980
Donations	104,956	283,648
Grants	291,097	132,470
Events		45,282
Other income	77,306	25,534
	4,103,450	3,861,546
Expenses		
Programs	3,734,809	3,503,067
Administration	220,855	307,427
Events		23,398
Amortization	17,550	26,073
	3,973,214	3,859,965
Excess of revenue over expenses	130,236	1,581

95% of the Canadian Centre's revenue supports program services:



- 55% ■ Case Analysis and Exploited Child Case Management
- 22% ■ Public Education and Awareness
- 13% ■ Missing Child Case Management
- 3% ■ Community Outreach to Child-Serving Organizations
- 2% ■ Training
- 5% ■ Administration

This financial information is extracted from the 2012 consolidated financial statements audited by BDO Dunwoody LLP. Copies of the complete audit report are available upon request.



**SPECIAL THANKS TO
OUR SUPPORTERS**

Supporters of the Canadian Centre for Child Protection and our Programs

The Canadian Centre for Child Protection is supported by many generous organizations in a number of innovative and resourceful ways. It is only appropriate that a special area of our *Social Value Report* be set aside for them, in recognition of their commitment to child protection and their dedication to our work. A special thank you to the many individuals as well as the following businesses and organizations for their financial and/or in-kind contributions during the 2011/12 year:

Assiniboia Downs
 Awata Corporation
 BDO
 Bell
 Beyond Borders
 BMO Employees Charitable Foundation
 Canada Border Services Agency
 Canadian Wireless Telecommunications Association
 Canquest Communications Inc.

CIBC
 Dortec Industries Children's Wish Fund
 Google
 Government of Canada
 Government of Manitoba
 Honeywell
 Horizon Employees' Charity Fund
 Institute of Chartered Accountants of Ontario
 Knights of Columbus

Lifetouch Canada Inc.
 London Kellogg E.C.C.O
 M&Y Chiropractic Health & Wellness Centre
 Manitoba Blue Cross Employees
 Manitoba Lotteries Corporation
 Modern Niagara Toronto Inc.
 Mr. Lube (Superior Shercor Ltd)
 MTS Allstream Inc.
 Ontario Trillium Foundation
 Pattison Outdoor
 Pickering Village United Church
 RBC Foundation
 Red River Co-op
 SaskTel
 Securis
 Shaw Communications Inc.
 Si Senora Cleaning
 TELUS
 The Leonard & Gabryela Osin Foundation
 Thomas Sill Foundation
 TJR Foundation

Transcore
 Wawanesa Ins.
 West Face Capital
 Winnipeg Goldeyes Baseball Club Inc.
 Winnipeg Foundation
 Winnipeg Jets True North Foundation



Founding Partners



Government
of Canada

Gouvernement
du Canada

Manitoba 

Bell

 TELUS

 SHAW

Honeywell