



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

# Social Value Report 2012–2013



## Caring

We care about people. We are committed to act with compassion, integrity, and honesty in all situations and we listen with respect and empathy.

## Excellence

We are determined to achieve ambitious, measurable outcomes in working toward our mission. We strive for accuracy and credibility in the relentless pursuit of results.





## Protection

We are committed to making a difference in the area of child protection. We work as a team to reduce child victimization and improve child personal safety.

## Innovation

We show creativity, drive and adaptability to solve problems and think progressively when working toward our vision. We are passionate about new possibilities and implement innovative ideas to create value.



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

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# Foreword

## MESSAGE FROM THE CHAIR AND THE EXECUTIVE DIRECTOR

For the past 27 years, the Canadian Centre for Child Protection has held the steadfast belief that child protection must be a priority, and 2012/13 was no exception. Once again, our organization experienced growth and change as we embarked upon raising national public awareness, providing essential services, and delivering exceptional programs to increase the personal safety of children in Canada. In today's ever-changing world, this year's accomplishments resulted from the need to quickly and effectively respond to emerging trends and concerns, especially with regard to the online sexual exploitation of children.

In the spring of 2012, we began the year with the launch of the Canadian Centre's "It is in your control" public service announcement appealing to all Canadians to join us in the fight against the sexual exploitation of children. Canadians were reminded of the importance of education in preventing abuse and the critical role reporting plays in protecting children. The animated video was viewed close to 25,000 times and helped us raise awareness of the Canadian Centre's important work.

On September 26, 2012, Cybertip.ca reached a significant milestone with its 10 year anniversary. This day provided us with the

opportunity to take pause and acknowledge the important progress the tipline has made in the past decade — from processing over 67,000 reports, to the arrests of over 100 offenders, and dozens of children being rescued from abusive environments. Reports submitted to Cybertip.ca also helped inform a number of the Canadian Centre's educational materials and resources for parents, schools and communities. As a result of ordinary Canadians making it a priority to report their concerns to Cybertip.ca, we are uniquely positioned to tailor our educational resources to address the current risks and better protect children on the Internet.

In October 2012, we released important preliminary findings on the subject of online luring, giving Canadians insight into how adult offenders manipulate children and youth online to increase their compliance in order to sexually exploit them. In our analysis of 264 reports to Cybertip.ca, we learned that nearly 86% of child victims are girls and their mean age is 13. This important data has significantly aided our understanding of the vulnerability, resilience, and risks to youth, as well as in the behaviour of those offenders who seek to sexually exploit them. This knowledge has also guided our development and adaptation of prevention and educational materials to reduce online child victimization.

This past year, the Canadian Centre also committed to working collaboratively with stakeholders to address gaps in supports and information offered to youth and families. The growing collision between sexual exploitation/violence, technology and bullying among peers highlights the need for Canadians to collectively take action and



protect youth from this form of victimization. No family is immune from this issue and we all need to commit to doing more. In this spirit, we created the resource guide titled *School and Family Approaches to Intervention and Prevention: Addressing Self/Peer Exploitation*. This guide offers schools and families a structure and framework for supporting youth and reducing the potential for harm that may result from these incidents.

Reaching youth with prevention information and resources was another important facet of our journey in 2012/13. In April, we launched NeedHelpNow.ca — a site designed to support youth who were negatively impacted by the distribution of sexual images/videos that have ended up on the Internet. This resource provides teens with practical steps for regaining control over a situation, including how to stop the spread of sexual images online, and how to seek the support of a safe adult. In its first month, the NeedHelpNow.ca site received nearly 80,000 page views, demonstrating the need for this type of youth-related resource. Following the site kick-off, we executed a very successful social media campaign supported by Mrs. Laureen Harper. We acknowledge and thank Mrs. Harper for her tireless efforts in championing this issue and continued support in promoting this resource among Canadian parents and youth.

Tackling the risks facing children and youth would not be possible without the ongoing support and funding of the Government of Canada and the many outstanding relationships the Canadian Centre has established with law enforcement agencies, as well as the public and private sector. Over the past year we finalized new collaborative

agreements including an educational memorandum of understanding with Sûreté du Québec that resulted in the dissemination of over 200,000 educational pieces to the citizens of Quebec. Moreover, we worked closely with the Government of Yukon and conducted awareness campaigns geared to increasing the personal safety of every child and the promotion of our Kids in the Know program within the territory. Finally, we expanded our partnership with the Assembly of First Nations and reached every First Nations and Aboriginal community across Canada to raise awareness about our MissingKids.ca program.

While we are proud of our achievements in 2012/13, we are well aware that we cannot afford to be complacent. We must continue to innovate and effectively counteract the new ways in which people utilize technology for the purpose of harming children. As we move forward in our efforts to protect children, we hold with us the vision of a world where kids can simply be kids. We hope you enjoy this year's social value report and we thank all those who have made our work possible over the years. Together, we can lead the way in restoring our promises to children: that they should 'dwell in possibility' and that anything and everything is possible.

## **Lianna McDonald**

Executive Director

## **Dr. John Wiens**

Chair, Board of Directors





## 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, child-serving organizations, and communities
- Receives and addresses reports of child pornography, online luring, child sex tourism, child prostitution, child trafficking, making sexually explicit material available to a child and agreement or arrangement with another person to commit a sexual offence against a child
- Maintains comprehensive data on the latest trends in child victimization and develops training and programs to address the risks

- Accepts tips from the public, offers families support in finding their missing child and provides educational materials to help prevent children from going missing
- 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

Reducing the incidence of missing and sexually exploited children





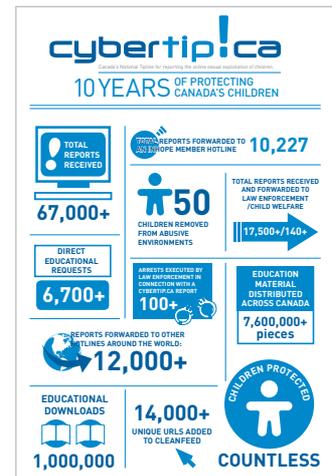
## Cybertip.ca's 10 Year Anniversary Event

September 26, 2012 marked the 10 year anniversary of Cybertip.ca.

Over the past ten years, the tipline has made important strides

operating as Canada's tipline to report the online sexual exploitation of children — offenders have been arrested, numerous children have been removed from abusive environments and countless children have been protected.

Collaboration between private sector, government, law enforcement, other non-governmental organizations and the Canadian Centre has resulted in tangible and rewarding results in protecting children in the last decade.

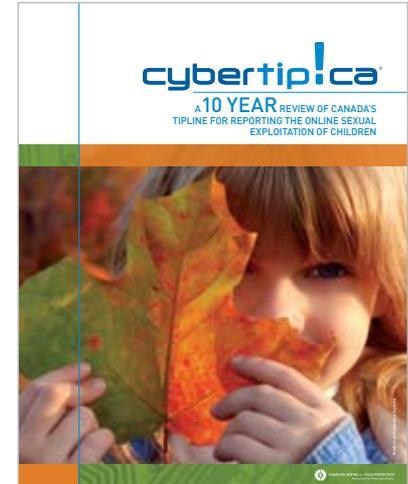


**In addition to the tens of thousands of reports, numerous arrests and children removed from abusive environments, some results from the first ten years operating Cybertip.ca include:**

- ! Over 29,500 reports forwarded to law enforcement, child welfare and/or INHOPE hotlines
- ! Creation of educational material addressing new and emerging trends related to online child sexual exploitation and nearly 9,000,000 pieces of educational material downloaded or distributed
- ! Execution of 30 public awareness campaigns regarding the issue of children being sexually exploited on the Internet
- ! Collection, compilation and analysis of unique statistics for research, education and policy development purposes
- ! Formation of the Canadian Coalition Against Internet Child Exploitation (CCAICE) of which Cybertip.ca chairs
- ! Establishment of Cleanfeed Canada and more than 15,000 unique URLs added
- ! Being named the designated reporting agency within federal legislation relating the *Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons Who Provide an Internet Service*

Marking our anniversary, we published *A 10 Year Review of Canada's Tipline for Reporting the Online Sexual Exploitation of Children*. Learn more by visiting [cybertip.ca/anniversary](http://cybertip.ca/anniversary).

A reception was also held on Parliament Hill acknowledging the accomplishments over the first 10 years of the tipline, and involved Minister Toews, Minister Nicholson, Minister Flaherty, Mrs. Lauren Harper, and various members of parliament. In addition to public sector support, a number of our private sector partners attended the event and were recognized for their long-standing commitment to our organization and the success of Cybertip.ca.



RCMP Commissioner Bob Paulson; and Lianna McDonald, Executive Director, Canadian Centre for Child Protection (C3P)



*"I want to congratulate Cybertip.ca on their 10<sup>th</sup> anniversary and offer my sincerest best wishes for continued success over the coming years. Our government believes that the safety of Canadians is not*

*only a common responsibility, but also a common value. We all deserve to be safe and secure in our own homes and in our own communities – and that applies especially to our young people."*

– Public Safety Minister  
Vic Toews



The Hon. Rob  
Nicholson, Minister of  
Justice and Attorney  
General of Canada



Left to right: Lianna McDonald, Executive Director, C3P; Mrs. Lauren Harper; Signy Arnason, Director of Cybertip.ca, C3P; and Christy Dzikowicz, Director of MissingKids.ca, C3P



Left to right: Sgt Frank  
D'Aoust, Ottawa Police  
Service; Det/Sgt  
Terry Paddon, Ontario  
Provincial Police;  
and Karen Chymy,  
Director of Operations,  
Canadian Centre for  
Child Protection

# Making a Difference in the Lives of Children

## Cybertip.ca Highlights

The tipline plays an important role as an instrument of change and catalyst for collaboration between public, private and non-profit sectors. Cybertip.ca was adopted under the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* in May 2004 and has evolved to be a central component of this strategy. Working closely with law enforcement agencies across this country, as of March 31, 2013, the tipline has responded to over **84,000 child sexual exploitation reports**, been made aware of at least **124 arrests** executed by law enforcement, at least **78 children removed from abusive environments** and the protection of countless children both within Canada and abroad. The unwavering support of law enforcement, industry, the Government of Canada and provincial/territorial governments, along with a willingness to partner and leverage resources to help promote the important services of Cybertip.ca has been key to this success.

## INCREASING PUBLIC AWARENESS AROUND THE IMPORTANCE OF REPORTING

The **I Reported It** campaign was designed to raise awareness about the important role individuals play in the reduction of online child sexual exploitation by reporting incidents to Cybertip.ca. In February and March 2013, this campaign ran across Canada utilizing elements such as outdoor signage, TV spots ("Broadcast News"), online ads and print media.

**During this time, Cybertip.ca received over 4,400 child exploitation reports and website visits increased by 61% for the month of March 2013.**





# 2012/13 HIGHLIGHTS



**+162%**  
INCREASE COMPARED TO  
PREVIOUS YEAR



CHILDREN REMOVED FROM  
ABUSIVE ENVIRONMENTS

Total to date: 53+

REPORTS RECEIVED AND FORWARDED  
TO LAW ENFORCEMENT, CHILD WELFARE  
AND/OR INHOPE



**COUNTLESS**

Numbers current as of March 31, 2013

## Efficiently and Effectively Triageing Reports

The tipline operates as a “front door” to the Canadian public for reporting concerns about the online sexual exploitation of children. Once reports are submitted, Cybertip.ca plays a key role in reducing the workload for law enforcement agencies by assessing and triaging reports. In 2012/13, 52% of all reports received were forwarded to law



<http://cybertip.ca/report>

enforcement and/or a child welfare agency (compared to 46% overall). Law enforcement in Canada only receives those reports from Cybertip.ca that pertain to their jurisdiction and may require a police investigation.

*“Keep up the good work and thank you for making our world a better/safer place.”*

— Feedback received through the Cybertip.ca Contact Us form

### Triage Examples:



While Cybertip.ca received over 2,100 reports from individuals within Ontario in 2012/13:

- ! Only 84 of those 2,100 reports were sent to LEA in Ontario while 956 were sent outside of Ontario
- ! 195 reports were forwarded to LEA within Ontario in total (submitted by individuals within and outside of Ontario)

While Cybertip.ca received over 1,400 reports from individuals within Quebec in 2012/13:

- ! Only 124 of those 1,400 reports were sent to LEA in Quebec while 796 were sent outside of Quebec
- ! 325 reports were forwarded to LEA within Quebec in total (submitted by individuals within and outside of Quebec)



*“I didn’t know what to do until I found out about you guys and made a decision to report a site anonymously. Well I’m glad I did something about it....You guys are awesome and I really hope you catch the guys who make these types of material visible to the public eye.”*

– Feedback received through the Cybertip.ca Contact Us form

*“Over the years, we have received many referrals via Cybertip.ca, some of them resulting in arrests of persons who were actively exploiting children in our own community and/or elsewhere in the province of Ontario...our partnership with Cybertip.ca has allowed us to police the Internet more effectively...Cybertip.ca has proven to be invaluable to Internet child exploitation investigators in Ontario.”*

– Acting Chief of Police Antje McNeely, Kingston Police Service

*“There is tremendous value to law enforcement in what is accomplished at Cybertip...Cybertip acts as a clearinghouse for these complaints so that complaints about material that is not illegal is no longer received by police but is dealt with by Cybertip, allowing police to deal exclusively with child abuse and exploitation investigations. ICE units across the country are very busy, and Cybertip allows members to concentrate on criminal investigations, instead of spending an inordinate amount of time weeding through criminal and non-criminal complaints.”*

– Cpl. Jadie Spence, Halifax Integrated ICE Section

A young man with dark hair, wearing a blue denim jacket and jeans, is sitting on the ground against a weathered, light-colored wall with vertical red metal supports. He has his head buried in his arms, looking downcast and distressed. He is wearing white socks with black stripes and dark sneakers. The ground is dry and dusty with some sparse grass.

## CYBERTIP.CA TRUE STORY

In early 2013, Cybertip.ca received two reports from the public about a male in Ontario communicating online with an individual believed to be under 14 years of age. The male had allegedly exposed himself to the child and wanted to meet the child in-person. A Cybertip.ca analyst processed each report and both were forwarded to the Toronto Police Service (TPS). TPS conducted an undercover investigation and the suspect was arrested in early 2013 when he went to meet an individual he believed was an underage child allegedly for the purpose of committing the offence of sexual interference. A search warrant was subsequently executed and the suspect was found to be in possession of child pornography. The suspect was charged with two counts of Attempt Sexual Interference, two counts of Luring a Child under 16 and Possession of Child Pornography.

# Responding to Emerging Trends

## Release of Preliminary Findings from Online Luring Report

In the fall of 2012, an increase in media coverage of luring cases in Canada and abroad garnered the public's attention and brought the issue of online child sexual exploitation to the forefront of Canadians' concerns. In response, the Canadian Centre for Child Protection released preliminary research findings related to an analysis of 264 reports about online luring submitted to the tipline between September 2007 and June 2011.

*"We all have a stake in keeping kids safe because our children and youth deserve to grow up in a safe environment. I applaud the Canadian Centre for Child Protection for their tireless efforts towards ending child abuse."*

— Mrs. Laureen Harper, Canadian Centre press release, *Preliminary Findings Provide New Insight into the Crime of Online Luring*

### PRELIMINARY RESULTS REVEALED:

- ! 85.9% of identified victims were girls.
- ! The mean age of the victims was 13 years.
- ! The mean age of the suspects was 25.
- ! In 50% of the cases, reports were listed as being made by a family member, with almost 31% being made by the victim.
- ! In 24% of the cases, the young person was threatened by the suspect, with the largest number of threats involving the distribution of existing images of the victim.
- ! In 93.4% of the cases, suspects made specific requests for images or there was a discussion of previously uploaded images. In 30% of these particular cases, it was indicated that the young person had sent images to the suspect.
- ! In 35.5% of the cases, suspects either sent victims sexual images of themselves, or requested the young person to go on webcam whereupon the young person would see a sexualized image of the suspect.

# SELF/PEER EXPLOITATION

IT'S **NOT** OK.

## Addressing Peer Exploitation, Technology and Bullying

Acknowledging the challenges schools and families face in responding to incidents of self/peer exploitation (sexting), the Canadian Centre for Child Protection created a new resource guide to assist school personnel with guidelines on how to support youth involved in these complex incidents as well as their families. The resource guide, titled *School and Family Approaches to Intervention and Prevention: Addressing Self/Peer Exploitation*, was created in consultation with educators, law enforcement officers, crown prosecutors, child development experts and psychologists. **Close to 5,150 copies of the guides were disseminated to schools, law enforcement, crown prosecutors and provincial governments across Canada in 2012/13.**

*“To date, self/peer exploitation remains as one of the highest reactive investigative occurrences fielded in this unit placing a significant drain on investigative and forensic resources...The importance and benefit of this program to the OPP CSEU, and its professionally created resource material cannot be overstated.”*

– D/Sgt Terry Paddon, OPP



*“We are extremely impressed and could tell right out of the gate it would be extremely useful to use for the next school year.”*

– Principal



## CYBERTIP.CA TRUE STORY

Cybertip.ca received two reports regarding a male located in Alberta. The first report (received in 2011) indicated that a male was communicating online with a child under 16 years of age. The male had allegedly requested nude images, asked the child to engage in sex acts and threatened her/him. The second report (received in 2013) related to the same male and indicated that he was communicating with a youth who he allegedly exposed himself to, sent sexually explicit content to and requested nude images from, in addition to threatening her/him. The reported information indicated that the male was engaging in similar interactions with other children. Cybertip.ca analysts processed both reports and sent them to Southern Alberta ICE Unit. The investigation involved Southern Alberta ICE Unit and the United States Homeland Security Investigations and resulted in the suspect being arrested and charged with two counts of luring and one count each of extortion, making, possessing and accessing child pornography.





## CYBERTIP.CA TRUE STORY

In the spring of 2012, Cybertip.ca received a report about an adult male in Ontario allegedly seeking to hire someone to take sexual images of him with his children (one child as young as two years of age). The Cybertip.ca analyst processed the report and forwarded it to the Ontario Provincial Police (OPP) Child Sexual Exploitation Unit and the appropriate child welfare agency. The OPP Child Sexual Exploitation Unit completed an undercover investigation resulting in the suspect being arrested and charged with multiple child pornography offences, including Making Child Pornography, as well as Counselling to Commit a Sexual Offence. During the course of the investigation, it was determined that the suspect did not have access to children.



# NeedHelpNow.ca™

In addition to the resource guides for educators and families, the NeedHelpNow.ca website was launched in the winter of 2012/13 to support youth who have been negatively impacted by a sexual picture/video being shared by peers. The site provides teens with the practical steps they can take to regain control over the situation. This includes information about contacting websites/online services to request an image/video be removed, guidance on involving a safe adult, the importance of self-care and recognizing when things have gone too far.



<http://needhelpnow.ca>

*“What a wonderful resource. Thank you so much for doing something concrete to help youth who are struggling and those who care about them. Kudos to your sponsors. Great job!”*

– Feedback received through the NeedHelpNow.ca Contact Us form

*“We were just going over your site and are happy for it. I am going to insist that our school create a promotion for this great new resource.”*

– Teacher

In April 2013, Mrs. Lauren Harper generously assisted our agency with a social media campaign focused on the NeedHelpNow.ca website. The campaign brought together Canadian musicians, politicians, corporations, TV personalities, law enforcement agencies

and child-serving organizations on Facebook and the Twittersphere to spread the important message that #youtharenotalone.

With the help of over 80 high profile supporters, the campaign reached an estimated **3,000,000 people** through social media.



*"Once an incident happens events can spiral out of control. The NeedHelpNow.ca website is a tool to help kids and parents take back control. This is an invaluable resource for anyone who has a teenager in their lives. Young people need to know that someone is there to help."*

- Mrs. Lauren Harper, Canadian Centre press release, *New Tool to Help Teens Manage the Impacts of Cyberbullying.*





**Stephen Harper** 

@pmharper

Proud of @Laureen\_Harper\_ and caucus members for supporting [needhelpnow.ca](http://www.needhelpnow.ca) #youtharenotalone #cdnpoli

9:24 AM - 21 Apr 13



**Laureen Harper** 

@Laureen\_Harper\_

Helping @CdnChildProtect launch <http://www.needhelpnow.ca> for youth who are victims of cyberbullying <http://ow.ly/kgD5L> #youtharenotalone

9:40 AM - 21 Apr 13



**Music Canada** 

@Music\_Canada

JUNO Award winner @carlyraejepsen tells teens: #YouthAreNotAlone. Help spread the word about <http://needhelpnow.ca/app/en/pic.twitter.com/h8WbCWelMi>



1:24 PM - 22 Apr 13



**Hockey Canada FR** 

@HockeyCanada\_fr

Le site [aidezmoisvp.ca](http://aidezmoisvp.ca) lancé par @ProtegerEnfant pour aider les victimes de l'intimidation en ligne. #lesjeunesnesontjamaisseuls

1:26 PM - 21 Apr 13



**CDN Olympic Team** 

@CDNOlympicTeam

[NeedHelpNow.ca](http://NeedHelpNow.ca) is a great initiative. It's time to start talking #youtharenotalone! We're helping spread the message.

4:45 PM - 21 Apr 13

# ASSIST

Assisting in the location of missing children





## Canada's Resource and Response Centre

MissingKids.ca offers families support in finding their missing child and provides educational materials to help prevent children from going missing. **MissingKids.ca has four primary functions:**



### TO ASSIST IN THE LOCATION OF MISSING CHILDREN

Over the past two years, MissingKids.ca caseworkers provided direct support and/or outreach to nearly 600 families of missing children throughout Canada and internationally, with 256 children located and returned home. In addition, MissingKids.ca provided assistance on 23 cases for other missing children organizations.

In August 2012, MissingKids.ca was contacted by a father whose child had been abducted by the child's mother. MissingKids.ca staff was able to assist the parent in coordinating with officials and law enforcement in both the United States and Canada. The child was safely located and returned to her father in Canada.

In October of 2012, MissingKids.ca staff supported the family of a missing teen who was being exploited by an older male online. Through online searches, MissingKids.ca staff was able to identify a possible location for this youth. This information was immediately shared with police. The youth was safely returned home.



In the 2012/2013 fiscal year, MissingKids.ca worked directly on 152 new cases, 61 long-term cases and assisted in the location of 134 missing children.

## TO PROVIDE EDUCATIONAL MATERIAL TO HELP PREVENT CHILDREN FROM GOING MISSING

Nearly 12,000 pieces of educational material were downloaded from the MissingKids.ca site in 2012/13 (a 70% increase over the previous year). In addition, 155 families were directly provided with support, guidance, and educational resources.

In 2012/13, MissingKids.ca recorded more than 210,000 unique page views.



 <http://missingkids.ca>



## TO BE AN INFORMATION AND RESOURCE CENTRE ON MISSING CHILDREN

Launched in 2012, MissingKidsALERT is a public notification service designed to provide critical information in the search for missing children, allowing the public to serve as the eyes and ears for searching families and police. Through this service, Canadians (individuals or organizations) can quickly and easily sign-up to receive missing child alerts through a variety of electronic platforms. As of March 31, 2013, **MissingKidsALERT had nearly 400 individuals as contacts and almost 5,000 resources/businesses.** The website also received over 17,000 unique page views. In addition to operating MissingKidsALERT, MissingKids.ca maintains a publicly accessible missing children database that includes 106 nationally-registered missing children.



 <http://missingkidsalert.ca>

## MISSING KIDS **ALERT** <sup>TM</sup>

MissingKids.ca became involved in the case of a missing teen in November 2012. The youth was suspected to have run away, and there were significant concerns for her safety as she had been consuming alcohol shortly before her disappearance. MissingKids.ca staff worked closely with police and with social services to send out Alerts through the MissingKidsALERT system. The youth was subsequently located two provinces from where she was originally reported missing, and was safely returned to her family.

In February 2012, MissingKids.ca received a report regarding a missing female youth who was suspected to have run away from her group home in December 2011. MissingKids.ca was able to provide support to both the missing child's mother and social worker. Coordinating with family, social services and police, targeted Alerts were distributed through our MissingKidsALERT system. As tips came in, police then requested further outreach to specific businesses which subsequently led to the safe location of this youth who had been missing for over one year. Due to the length of time the youth had been missing, reunification support was critical in this situation and informational resources were provided to the family and social services as well as the investigating police agency.

## TO CO-ORDINATE EFFORTS AND ASSIST STAKEHOLDERS IN THE DELIVERY OF MISSING CHILDREN SERVICES

MissingKids.ca partners with police and other stakeholders in the search for missing children. Over the past two years, caseworkers have worked on active missing children cases with 65 different police agencies/detachments, forwarding nearly 150 tips, sightings or other information to law enforcement in the past fiscal year.

*“We appreciate all that you and your group do for us. Although it has been a short time, it’s hard to imagine how we did without your help in the past.”*

— Staff Sergeant Kirby Harmon, Saskatoon Police

*“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 care givers of our missing kids and concentrate our resources and efforts on the investigation. MissingKids bridges the gap between law enforcement and the missing’s families, offering expert advice and guidance. A true calm in the storm.”*

— Insp Janis Gray, RCMP E Division





13<sup>TH</sup> ANNUAL  
MISSING & EXPLOITED  
**CHILDREN  
CONFERENCE**  
MAY 14–16, 2013 • WINNIPEG • MANITOBA • CANADA

Annually for the past 13 years, the Canadian Centre has hosted a three-day training conference for law enforcement members, social workers, educators, prosecutors, counsellors, lawyers, medical professionals and government policy analysts. One of the leading conferences of this type in Canada, the conference provides training by expert speakers from around the world on a wide range of issues, including the detection and investigation of child victimization, how to deal with children in trauma and Internet-related exploitation, as well as offering a unique glimpse of the victim's perspective. Over 260 participants attended this year's training conference.

*"Well done! An exceptional conference that imparted invaluable, significant and necessary information to the participants. Inspirational! Looking forward to next year's conference. This conference is a gem and improves the safety of children."*

— Participant at MECC conference



*"As I have told others on your team, that was truly one of the best and most valuable conferences I have ever had the pleasure of attending."*

— Liss Haviv, MECC presenter

## Partnering with First Nation Communities

This year, the Canadian Centre again partnered with the Assembly of First Nations in order to raise awareness of the services and resources provided by MissingKids.ca that are available to First Nation and Aboriginal communities. With support of the Government of Canada through the Department of Justice Victims Fund, a public service announcement featuring the Assembly of First Nations' National Chief Shawn A-in-chut Atleo was created. In addition to airing this new PSA 280 times on radio stations across the country, a TV spot and digital advertisements were also promoted during this time. Our online advertisements received a combined 177,250 views and our total monthly visits to the MissingKids.ca website increased by 38% in the month of February and 36% in the month of March.



*"The stark reality that more and more First Nation youth go missing in Canada each year is unacceptable. As the leaders of today, First Nation youth must be supported and nurtured to achieve their dreams and reach their full potential. 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."*

- Assembly of First Nations National Chief Shawn A-in-chut Atleo, Canadian Centre press release, Missing Children Program Reaching Out to First Nations Communities



In 2012/2013, the Canadian Centre’s MissingKids.ca program established a partnership with First Nations Voice. Each month, First Nations Voice publishes an article profiling one of our missing First Nations and Aboriginal children from across the country. These articles help to bring attention to cases, with the hope of eliciting tips and information that will lead to the return home of beloved children. This has resulted in numerous tips and information being submitted by the public to MissingKids.ca concerning the profiled cases.



*“The First Nations Voice article means a lot to me, myself and my family. It’s so very important so our missing children are not forgotten. It means a lot to the community of Norway House and reminds people that we are still searching.”*

— Brenda Osborne, mother of Claudette Osborne, missing since 2008

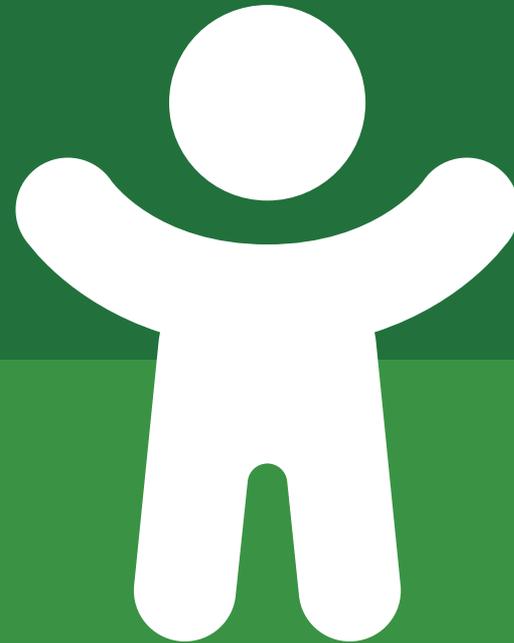
## Working with Norway House:

In February of 2013, the Canadian Centre for Child Protection and the community of Norway House, Manitoba, came together to develop a community driven action plan in order to be better prepared to respond quickly and efficiently should a child from the community go missing. The forum was held in Norway House with a variety of participants including Chief and Band Council, Band Police, RCMP, education representatives, healthcare workers, youth workers and many other community members. Much was learned through this process and together, the Canadian Centre and the community of Norway House will be sharing those lessons and the new resource with other communities across Canada over the coming year.



# EDUCATE

Educating the public on child personal safety and ways to reduce sexual exploitation





## National Interactive Safety Education Program

Kids in the Know is an interactive safety education program for increasing the personal safety of children and reducing their risk of sexual exploitation.

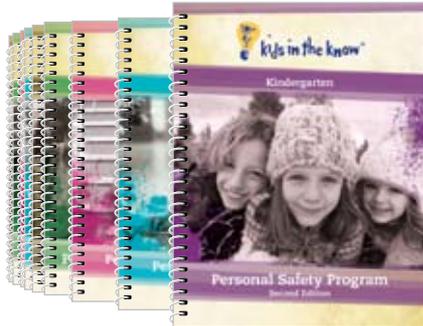
Designed for children from kindergarten to high school, the program focuses on

building self-esteem through teaching critical problem-solving skills and uses a community-based approach to heighten awareness of child safety and protection strategies.

Reaching More  
Schools and Families  
Across Canada



This ever-expanding program was adopted by numerous schools and school boards across Canada in 2012/13, with over **3,700 individual curriculum books and 966 kits being distributed**. In addition, over 200 schools and school districts across the country participated in the Kids in the Know training (either online or in-person sessions). The training includes information about what child sexual abuse is,



how the grooming process works and what a disclosure from a child about sexual abuse might look like and how to respond. The training also demonstrates how to effectively implement the Kids in the Know lessons in the classroom.

*“Kids in the Know reduces the shame and guilt that often goes along with the subject of abuse. It teaches children self-respect and instills confidence in recognizing what feels right and what doesn’t.”*

— School Guidance Counsellor

Kidsintheknow.ca received approximately 330,000 unique page views in 2012/13.



<http://kidsintheknow.ca>

*“I think this is a fantastic program to teach youth about the Internet and its dangers. I also appreciated that it introduced the concept of healthy/unhealthy relationships in a non-threatening way that wasn’t overwhelming for their age.”*

— Youth Leader

*“Kids in the Know is the most comprehensive child personal safety package available.”*

— Safe Schools Administrator



*“Most parents are ill-equipped to address these topics in a comprehensive and effective manner. Thus, professional assistance is typically needed. While there are many organizations that provide safety advice for children, the best that I have found is a non-profit Canadian agency. The Canadian Centre for Child Protection has developed a comprehensive, research-based program to educate children and keep them safe. It is called “Kids in the Know”, and information for children, parents, and educators is available online at [www.kidsintheknow.ca](http://www.kidsintheknow.ca). I am extremely impressed with the materials developed by this organization and strongly encourage you to personally use the information with your child and recommend it for education/training purposes in your school system.”*

— Dr. Charles J. Hobson, Professor of Management at Indiana University, Northwest School of Business and Economics

## KIDS IN THE KNOW TRUE STORIES: MAKING A DIFFERENCE FOR CHILDREN AND YOUTH

1

Following a Kids in the Know lesson in an elementary class, a teacher was approached by a male student who shared with her that he had a Speak Secret. In saying this, the teacher recognized that the student had something very important to share with her, and the teacher took the time to sit down with the student and listen to him. The student shared with the educator that an older adolescent boy in his neighbourhood had been sexually abusing him.

2

After learning about the Kids in the Know program and the different signs that may indicate that a child may be in distress, a teacher recognized that one of her female students was behaving a bit differently and decided to implement the Kids in the Know lessons in her Grade 8 classroom. Following the lessons, the same female student shared with the teacher that her mother’s boyfriend had been sexually abusing her.

3

A law enforcement officer in Ontario contacted the Canadian Centre for Child Protection after a child disclosed sexual abuse following the Be Smart, Strong & Safe activity.

# Commit to Kids:

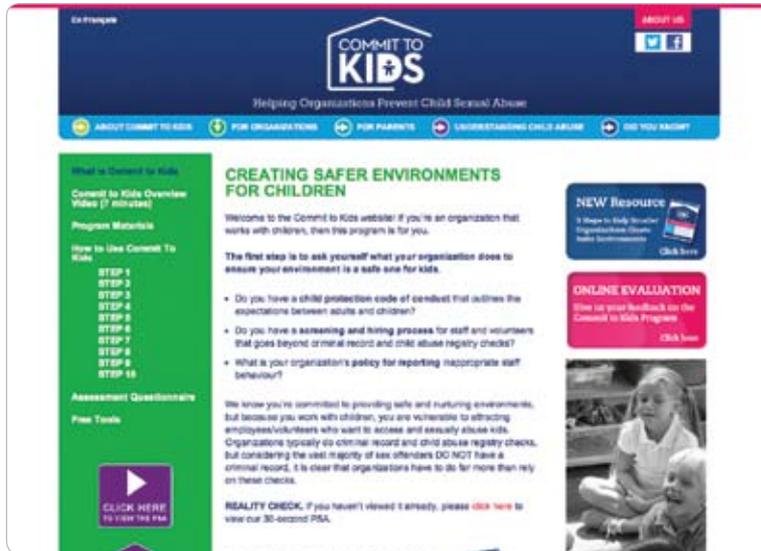
## Helping Organizations Prevent Child Sexual Abuse



Commit to Kids, a program designed to help prevent sexual abuse from occurring in child-serving organizations, was implemented in a variety of child-serving organizations across Canada and the United States in 2012/13. Organizations that implemented the

program include churches, school divisions and sports clubs, with a total of 1,000 programs distributed throughout the year. Notably, TELUS mandated the program for all of the child-serving organizations they provide funding to and we entered into an agreement with St. Vincent Hospital & Health Care Center o/a Peyton Manning Children's Hospital that intends on implementing Commit within schools in Indiana.





<http://commit2kids.ca>

## COMMIT TO KIDS TRUE STORY



After implementing the Commit to Kids program at a summer camp for children and youth, a staff member came forward with some concerns about one of the work placement students at the camp. He had been demonstrating preferential treatment towards certain children, taking children on hiking trips without another leader present, and giving gifts of candy to certain children. Thanks to the Commit to Kids program, other staff members became aware of the behaviour, identified it as possible grooming behaviour and the organization was able to intervene and address the issue with the work placement student.

*“We are proud to be a part of this proactive plan to create safe environments for children. In an industry where the safety and well-being of children is a primary focus, Commit to Kids offers us the tools to provide our employees and volunteers with specific strategies on how to prevent and detect abuse.”*

– Executive Director of a child-care facility

*“Thank you very much for the Commit to Kids package. It is full of really important and valuable information! Awareness is key in the prevention of child victimization. Thank you for offering this service to the community.”*

– Employee from a child-serving organization

*“On behalf of our Archdiocese, on behalf of all the participants of both sessions, I would like to thank you for presenting the training for the program Commit to Kids. The participants really enjoyed their day. The subject matter is so important, not only for schools, daycares and social agencies but also for the churches and its organizations.”*

– Catholic Church employee

## Educating and Empowering Children to Reduce the Risk of Victimization

Every year, the Canadian Centre for Child Protection executes educational mailout to schools and law enforcement across Canada free-of-charge. In 2012/13, we distributed approximately **1.2 million pieces to 10,740 schools and various policing agencies** as part of our annual fall and spring (Safer Internet Day) mailing campaigns.

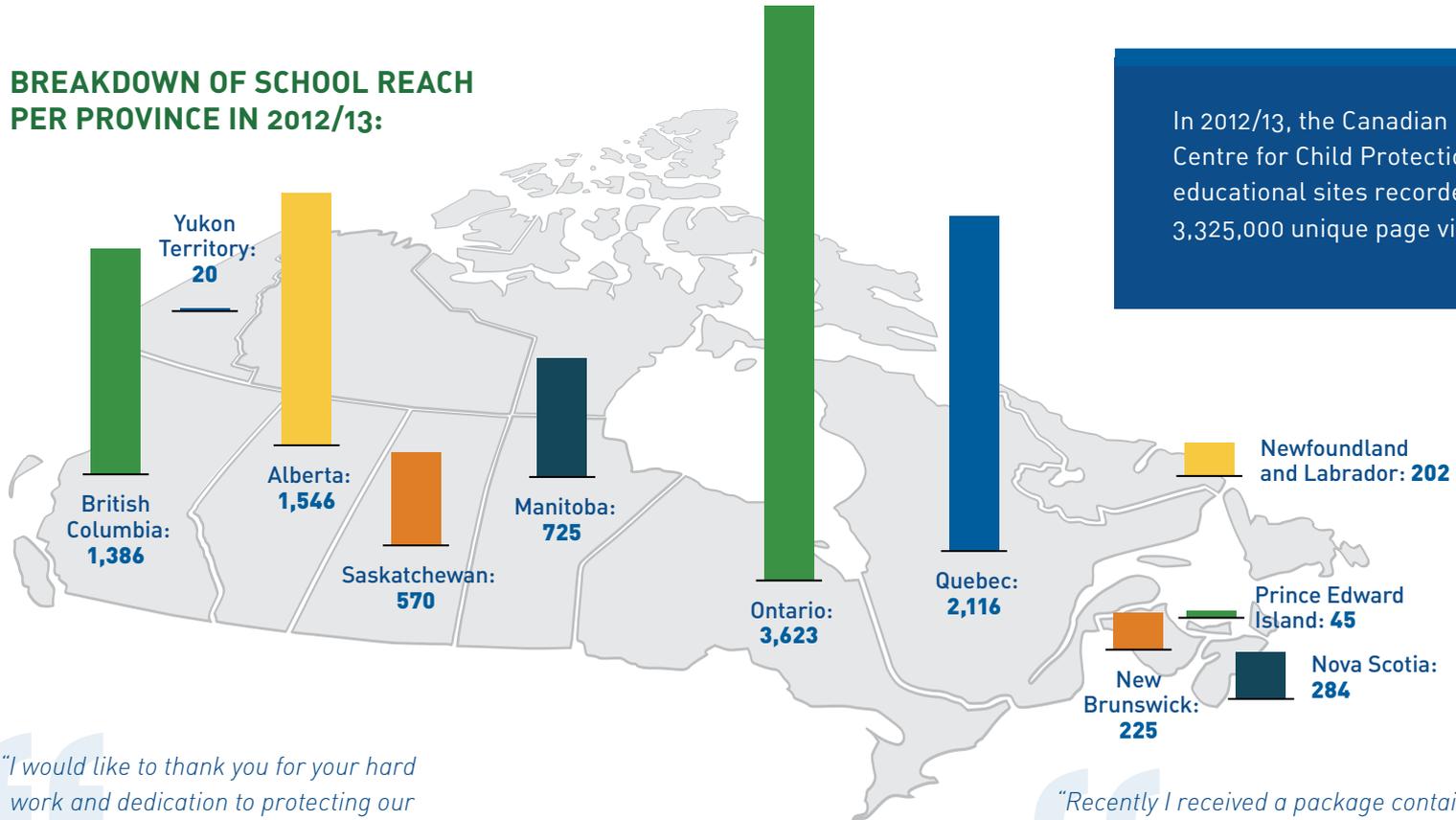


### SNAPSHOT OF EDUCATIONAL PROPERTIES AND REACH:

Self/Peer Exploitation Resource	5,150 guides
Billy Brings His Buddies (Grade 1)	10,740 cards
Zoe and Molly (Grade 3 & 4)	256,000 comics
Zoe and Molly	4,300 lesson booklets
Be Smart, Strong & Safe (Grade 5 & 6)	250,000 booklets
The Door That's Not Locked Internet Safety (10–12 years of age)	250,000 booklets
Smartphone Safety	230,000 booklets
Miscellaneous resources	185,000 pieces



### BREAKDOWN OF SCHOOL REACH PER PROVINCE IN 2012/13:



In 2012/13, the Canadian Centre for Child Protection’s educational sites recorded 3,325,000 unique page views.



*“I would like to thank you for your hard work and dedication to protecting our children. We are very impressed with your Internet safety pamphlets. Thank you in advance for providing us with this wonderful opportunity to share such valuable information.”*

– Educator

*“The children enjoyed the [Billy Brings His Buddies] program. The activities were age-appropriate and meet curriculum outcomes. I will definitely use it again.”*

– Grade 1 teacher

*“Recently I received a package containing booklets on internet safety [The Door That’s Not Locked and Respect Yourself]. These booklets are a great resource and I would love to be able to send every student home with one.”*

– Teacher

## Safer Internet Day



February 5, 2013 marked the tenth annual Safer Internet Day (SID), a day that promotes safer and more responsible use of online technology and mobile phones, especially among children and young people around the world. The Canadian Centre distributed approximately 1 million educational pieces to schools across Canada in recognition of this day. Eight municipal, provincial and federal law enforcement agencies also issued joint press releases on SID highlighting the work of our organization.

## Smartphone Safety



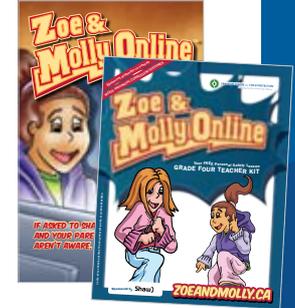
With support from TELUS, 230,000 Smartphone Safety booklets were distributed across Canada on SID to students and their parents. Thousands of lessons were also placed in the hands of middle school teachers for use with their students.



 <http://mobility.protectchildren.ca>

## Zoe and Molly Online

With support from Shaw Communications, we distributed more than 250,000 Grade 3 and 4 comics to elementary schools across Canada, along with over 4,000 lessons for teachers to deliver in the classroom regarding Internet Safety.



## Safety Squad Event

At Old Navy's yearly back-to-school "Safety Squad" event stores featured safety stations with fun activities for children, including the Canadian Centre's safety colouring sheets and stickers and free safety kits for parents that included several Canadian Centre resources such as: The Door That's Not Locked Internet safety brochure, Zoe and Molly Online comic book, and a parent information card about the Canadian Centre's MissingKids.ca program. Approximately 42,000 pieces of material were distributed.



## Teatree Tells: Child Sexual Abuse Prevention Kit

The Teatree Tells: Child Sexual Abuse Kit is designed for early educators and meant to help them teach children about sexual abuse in an empowering and non-threatening way. The program includes lessons and activities about identifying a safe adult, labeling feelings and naming body parts, and appropriate and inappropriate boundaries — which are all designed to interrupt the process of child sexual abuse and increase the likelihood of a child victim disclosing sexual abuse. Thanks to funding from the Winnipeg Jets True North Foundation, the Canadian Centre provided 300 kits to schools across Manitoba and support from Bell Canada resulted in the distribution of 2,500 kits to childcare centres across Canada. Over 1,000 kits were provided to schools in 2012/13.

*“It was easy to get across to the children and they were able to get a good understanding of the information.”*

— Daycare Professional



*“We are going to run this program over a long period of time in grades K, 1 and 2....so ages 4 to 7 in the fall. I am looking forward to it evolving over the years.”*

— School Principal

*“Thank you so much for sending this to our school. It is so important for children to have skills and knowledge in this area and the way you have presented the materials makes children feel safe and prepared, not scared.”*

— School Principal

## Teatree Tells: A Child Sexual Abuse Interview Guide

In 2012/13, the Canadian Centre partnered with the Ontario Association of Children's Aid Societies (OACAS) in distributing over 730 copies of the Teatree Tells: A Child Sexual Abuse Interview Guide to Children's Aid Societies throughout Ontario. In addition, we facilitated a series of consultations, and over the coming year, plan on working closely with other provinces to promote and distribute the guide.



# ADVOCATE

Advocating for and increasing awareness  
about issues relating to missing and  
sexually exploited children



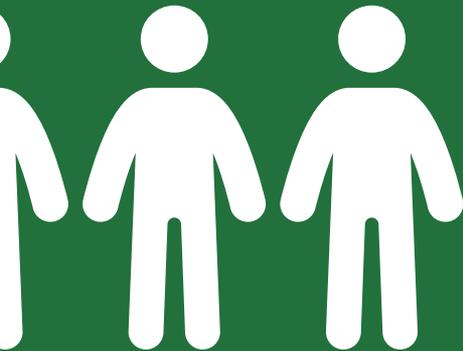


# National Cybertip.ca Awareness Day

September 26, 2012 not only marked the 10 year anniversary of the Canadian Centre's Cybertip.ca program, but also the inaugural **National Cybertip.ca Awareness Day**. On this day, the Canadian Centre for Child Protection reflected upon the past 10 years of service and the great strides it has made in the protection of children. This day is meant to raise the public's level of understanding about the issue of online child sexual abuse, as well as the need for every Canadian to report to Cybertip.ca if they come across information related to the online sexual exploitation of children.

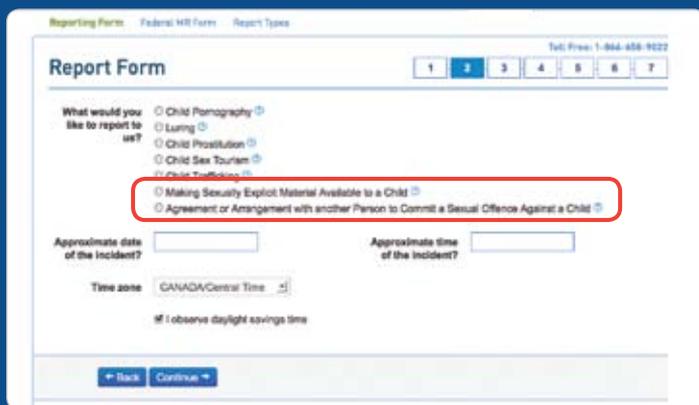


National Cybertip.ca Awareness Day is a reminder that it is all of our responsibility to protect children and there are ways for all of us to get involved in the fight against online child sexual exploitation.



## New Legislation Helps Protect Children

In August 2012, amendments to the *Criminal Code* to create two new offenses related to online child sexual exploitation — that of making sexually explicit material available to a child, and of agreeing or arranging to commit a sexual offence against a child — came into force. While Cybertip.ca had received reports prior to this date that would fall under these two new offences, there was no *Criminal Code* provision that specifically addressed these types of incidents. The tipline’s reporting categories were expanded to include the two new offences.



 <http://cybertip.ca/report>

## Missing Children’s Day

In May 2013, in recognition of International Missing Children’s Day and in response to recent media stories about both attempted and actual stranger abductions of children, the Canadian Centre released important prevention resources for parents, families and communities. Though stranger abductions are statistically rare, they play at the very hearts of our fears and these resources were designed to provide important age-specific safety strategies to teach children and youth in order to reduce their likelihood of being victimized.

*“As we take a moment to pause and reflect, on this International Missing Children’s Day, it is important that we come together as parents, as families, as communities to make sure that not one more child of ours goes missing. The protection of children and youth is all of our responsibility, and through our MissingKids.ca program, we want to provide families and communities with the most current prevention resources available at their fingertips.”*

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





## Building Awareness through Social Media

In 2012/2013, the Canadian Centre regularly used social media to inform the public about new prevention education resources developed to help build safer communities for children. The number of followers of the Canadian Centre grew dramatically — Twitter® increased by 224% and Facebook® likes increased by 92%. Followers include law enforcement, government officials, sports organizations, media outlets and other public figures, in addition to those in the general public.



In 2012/2013 the Canadian Centre saw a dramatic increase (44%) in unsolicited media requests, with over 30 media interviews conducted in the month of October 2012 alone.



# 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 financial and in-kind support that we are able to carry out our important work.

## Founding Partners

We would like to extend our utmost appreciation to our founding partners for their unwavering commitment to our programs and services. Bell, TELUS, Shaw and Honeywell have each dedicated resources and support to individual projects that significantly assist in establishing safer environments for kids.



## Other Major Contributors

The work that we do would not be possible without our private sector partners. We thank all of the companies that we work with day in and day out and acknowledge the commitment to make the protection and safety of children an organizational priority. Together, we are making a real difference in lives of children in Canada.





## Government and Law Enforcement Partners

The Canadian Centre is extremely grateful for the generous support from the Government of Canada and its role in helping us raise Canadians' awareness of our programs and services. Public Safety Canada's ongoing support of [Cybertip.ca](http://Cybertip.ca) under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* continues to be essential in the success of this national service — a partnership that also involves the RCMP's National Child Exploitation Coordination Centre. We thank our national strategy partners for their ongoing commitment to reducing online child exploitation.

*“The Canadian Centre for Child Protection provides excellent services and educational materials that help protect our most valuable resource, our children. Our government remains committed to fighting the exploitation and abuse of children and we are excited to be partnering with this organization and bringing their expertise to Yukon.”*

— Mike Nixon, Justice Minister, Yukon

We are also very appreciative of our partnerships with provincial governments and law enforcement. In addition to establishing a memorandum of understanding with the Yukon Government in 2012/13, other provinces and territories expressed interest in similar agreements in the future. Of note, we also thank the numerous Canadian law enforcement agencies that supported our work by providing information about and/or including a link to [Cybertip.ca](http://Cybertip.ca) on their websites.

This year we began an important three-year partnership with the Yukon government, a first-of-its-kind, which involves the distribution and implementation of key Canadian Centre programs. In 2012/13, the Department of Education in the Yukon **implemented the Kids in the Know program in every school across the territory** (26 schools in total). In addition, the “I Reported It” campaign ran throughout the Yukon for two months which resulted in significantly more Yukoners visiting the [Cybertip.ca](http://Cybertip.ca) site.



Government  
of Canada

Gouvernement  
du Canada

Manitoba



Yukon  
Government

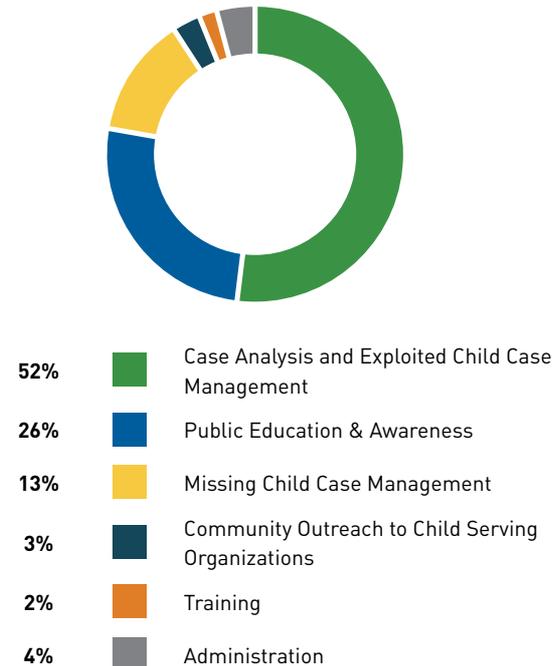




# Financial Statements

	12 MONTHS ENDING MARCH 31, 2013	12 MONTHS ENDING MARCH 31, 2012
<b>ASSETS</b>		
Current Assets	1,093,598	869,331
Capital Assets	22,829	23,362
	<b>1,116,427</b>	<b>892,693</b>
<b>LIABILITIES</b>		
Current Liabilities	159,370	106,238
Deferred Contributions	292,450	227,265
Deferred Capital Contributions	22,829	23,362
	474,649	356,865
<b>NET ASSETS</b>	<b>641,778</b>	<b>535,828</b>
	<b>1,116,427</b>	<b>892,693</b>
<b>REVENUE</b>		
Contributions	2,234,261	2,111,099
Sponsorships	1,062,695	1,227,099
Products & Services	472,396	291,893
Donations	111,251	104,956
Grants	230,397	291,097
Other Income	9,682	77,306
	<b>4,120,682</b>	<b>4,103,450</b>
<b>EXPENSES</b>		
Programs	3,824,837	3,734,809
Administration	178,412	220,855
Amortization	11,483	17,550
	<b>4,014,732</b>	<b>3,973,214</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>105,950</b>	<b>130,236</b>

**96% of the Canadian Centre's revenue supports program services:**



This financial information is extracted from the 2013 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.

# Special Thanks to Our Supporters

The Canadian Centre for Child Protection is supported by many organizations in a number of innovative and resourceful ways and we thank them all for their commitment to the personal safety of children. We are also very grateful to the numerous individuals that have donated to this important charitable cause. Together, we are making a difference in the lives of children in Canada.

APTN  
Assiniboia Downs  
Bank of Montreal  
Bell  
Canada Border  
Services Agency  
Canadian Wireless  
Telecommunications  
Association  
Canquest Communications Inc.  
CAS Oxford County  
CBC  
CFNR  
CFWE FM  
CIBC

Classic Rock CFNR  
Corus Entertainment  
CTV  
Google  
Government of Canada  
Government of Manitoba  
Government of Yukon  
Grenfell Community Schools  
Honeywell  
Horizon Employees'  
Charity Fund  
International Association  
for Healthcare Security  
& Safety  
Intact Insurance

Lifetouch Canada Inc.  
Manitoba All Charities  
Manitoba Blue Cross  
Employees  
Manitoba Lotteries  
Corporation  
McKesson Foundation  
Missinipi Broadcasting  
Corporation  
Monsanto  
MTS Allstream Inc.  
NCI FM – Spirit of Manitoba  
Old Navy Inc.  
Ontario Power Generation  
Employee Trust  
Ontario Trillium Foundation  
Optimist Club of Alma  
Patheon Inc  
Pattison Outdoor Advertising  
Pickering Village  
United Church  
Poncelet Chiropractic  
RBC Foundation  
Rogers Communications  
Safeway  
SaskTel  
Shaw Communications Inc.  
Si Senora Cleaning

Superior Shercor Ltd.  
TELUS  
The Leonard & Gabryela  
Osin Foundation  
TJR Foundation  
Toronto Pearson International  
Airport CBSA  
True North Foundation  
Wawanesa Insurance  
Winnipeg Chamber of  
Commerce  
Winnipeg Goldeyes Baseball  
Club Inc.  
Winnipeg Foundation  
Andrew Stibbard  
Brian & Susan Thomas  
Foundation  
J. Scott McCain  
Jeffery Dunmall  
Rob Tisdale  
Sarah Millar  
Terry Thompson  
Estate of Ivan Joseph  
Rudolf Christiaens





# Founding Partners



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