



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

Social Value Report 2013–2014





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

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The Canadian Centre for Child Protection is a charitable organization dedicated to the personal safety of all children. We are registered as a Canadian charity, BN # 106913627 RR0001. Our organization is funded by the generosity of individuals, companies, organizations, governments and foundations. If you would like to make a donation or work with the Canadian Centre for Child Protection, please contact our office.

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Cybertip.ca is Canada's tipline for reporting the online sexual exploitation of children.

cybertip.ca



MissingKids.ca is Canada's missing children resource and response centre.

missingkids.ca



Kids in the Know is a safety education program for children from kindergarten to high school.

kidsintheknow.ca



Commit to Kids is a program that helps organizations reduce the risk of child sexual abuse of children in their care.

commit2kids.ca

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.

OUR MANDATE

Reduce the incidence of missing and sexually exploited children

Educate the public on child personal safety and sexual exploitation

Assist in the location of missing children

Advocate for and increase awareness about issues relating to missing and sexually exploited children

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FOREWORD

In April 2013, the Canadian Centre for Child Protection (Canadian Centre) adopted an ambitious 2-year plan aiming to ensure quality service delivery, innovation and rapid responsiveness to the changing needs of Canadian families; as well as increasing the public's awareness of our national programs and initiatives. With every well laid out plan, there are often unforeseen opportunities and challenges that arise. This past year was no exception. Many unanticipated events contributed to the tremendous growth in the Centre's profile and reach in 2013/14, underscoring the urgent need for new tailored services and programs.

The most significant events stemmed from our work in addressing the collision between sexual exploitation/violence, technology and bullying among peers. On the heels of

our launch of the NeedHelpNow.ca resource for youth with Mrs. Laureen Harper, in May 2013 our agency had the honour of hosting a Roundtable with the Right Honourable Stephen Harper, Prime Minister of Canada and five families who tragically lost a child due to the relentless onslaught of cyberbullying. The Roundtable took place at a critical time and brought together victim families and leading experts in the field of cyberbullying to prioritize the issue, discuss impacts and better understand the growing problem surrounding the online victimization of children and youth.

In the fall of 2013, efforts to address online victimization resulting from cyberbullying and exploitation were strengthened by the donation of \$100,000 by the Government of Canada to the Centre to mark the birth of His Royal Highness Prince George of Cambridge. This gift supported our continued work throughout the year in promoting and developing our new and existing resources to combat cyberbullying.

The 12th year in operation of Cybertip.ca also featured unexpected events. On November 14th, the Canadian Centre participated in a press conference by the Toronto Police Service announcing the results of a 3-year investigation involving the rescue of 386 children and 348 arrests worldwide. Reports from the public to Cybertip.ca played an important role in the investigation. Over the course of 2013/14, Cybertip.ca surpassed 108,000 reports, 435 arrests and 462 children removed from abusive environments.





In October, our MissingKids.ca program launched the Find Me ID smartphone app to help parents locate their missing or lost child. A joint effort with 15 law enforcement and 15 private sector partners helped ensure the successful launch of the app, resulting in over 8,000 downloads shortly afterward.

Our *Kids in the Know* program, which is the foundation of our educational initiatives, experienced 400 new schools implementing the resource in conjunction with the training of 2,200 educators. It is taught in thousands of schools across Canada and has helped protect hundreds of thousands of children. Our agency also distributed over 1.3 million pieces of educational material free-of-charge to schools, children and parents in an effort to enhance the personal safety of children.

An unforeseen partnership with R.A. Dickey and the Jays Care Foundation supported the Centre's development and promotion of the new *Commit to Kids – Sport Edition*. R.A. Dickey appeared in two public service announcements supporting the Commit to Kids program that aired on Rogers Sportsnet throughout the 2014 baseball season. Our agency is continuing to build partnerships with entities across the country in order to protect as many young athletes as possible.

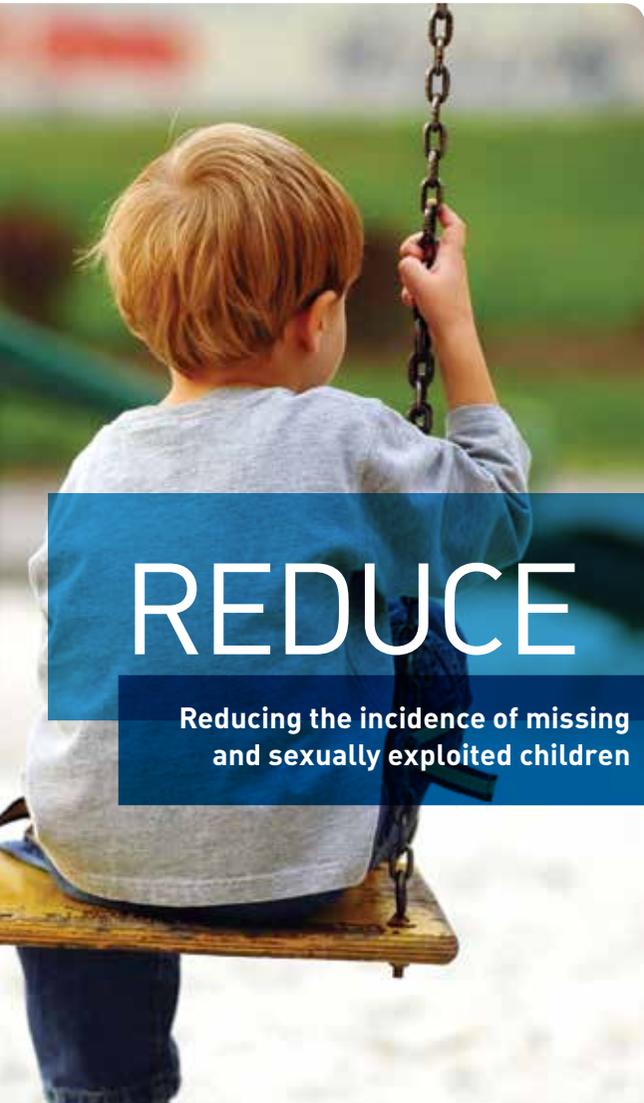
Our innovative work in addressing the risks facing children and youth would not be possible without the ongoing support and funding from the Government of Canada and the many outstanding relationships the Canadian Centre has established with law enforcement agencies,

as well as the public and private sectors. Over the past year we finalized a new collaborative agreement with the Government of New Brunswick and continued our work with the Government of Manitoba, the Government of Yukon, the Sûreté du Québec and the Assembly of First Nations.

We are proud of our achievements in 2013/14, and are well aware that much more needs to be done. We must stay ahead of the curve and continue to innovate in order to effectively counteract the new ways in which people misuse 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 children can grow up feeling safe, secure and believe that anything is possible. We hope you enjoy this year's social value report and we thank all those who have made our work possible over the years.

Lianna McDonald
Executive Director
Canadian Centre for Child Protection

Dr. John Wiens
Chair
Board of Directors



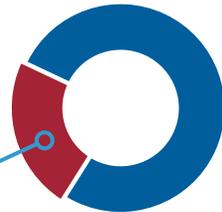
REDUCE

Reducing the incidence of missing and sexually exploited children



Cybertip.ca is Canada's tipline for reporting the online sexual exploitation of children. In operation since September 2002, 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 continued to evolve into a central component of this strategy.

As of March 31, 2014, Cybertip.ca received a total of 108,456 child sexual exploitation reports; with **24,911** of those received in the 2013/14 fiscal year.



In its 12th year in operation, the tipline achieved the following milestones:

 TOTAL REPORTS RECEIVED:
108,000+

 EDUCATION MATERIAL DISTRIBUTED ACROSS CANADA:
9,900,000+

ARRESTS EXECUTED BY LAW ENFORCEMENT IN CONNECTION WITH A CYBERTIP.CA REPORT:
 **435**

TOTAL REPORTS RECEIVED AND FORWARDED TO LAW ENFORCEMENT / CHILD WELFARE:
 **24,500+ / 290+**

 TOTAL REPORTS FORWARDED TO AN INHOPE MEMBER HOTLINE:
18,500+

19,500+
UNIQUE URLS ADDED TO CLEANFEED

 **462+**
CHILDREN REMOVED FROM ABUSIVE ENVIRONMENTS

EDUCATIONAL SITE PAGE VIEWS:
17,000,000+



COUNTLESS

8,000+ DIRECT EDUCATIONAL REQUESTS

Numbers current as of March 31, 2014



REDUCE



EMERGING TRENDS

Reports received from the Canadian public allow Cybertip.ca analysts to identify and understand emerging and significant trends in child safety concerns. Recent reports and inquiries have revealed the following:



Self/Peer Exploitation incidents: **80% increase**

Messaging App incidents: **117% increase**



Mobile App incidents: **125% increase**

UNIQUE VALUE OF CYBERTIP.CA (2013/14)

Cybertip.ca analysts add value to reports forwarded to law enforcement by assessing and triaging information. In 2013/14, the tipline staff experienced some of the following:

2013/14 RESULTS

185 reports assigned as a higher priority, with **16** involving immediate risk to a child.

41% increase in reports where an adult may pose an immediate or higher risk to a child(ren).



2013/14 RESULTS



6,000 hours of estimated time savings for law enforcement as a result of Cybertip.ca triaging reports.

539 youth provided with assistance by analysts in response to an online sexual exploitation incident.



IMAGES	2013/14	TOTAL
All Images assessed	11,664	52,908
Child Pornography <i>*including CPU & Cartoon</i>	8,705	31,500
Sexualized Child Modelling	2,261	10,633

Reporting Makes a Difference: Arrest leads to children removed from potentially abusive environment

During the summer of 2013, Cybertip.ca received four reports regarding a suspect allegedly communicating online with multiple children under the age of 13 years. The children were asked to expose themselves and engage in sex acts. Following an analysis by Cybertip.ca, the report was forwarded to law enforcement and child welfare. Toronto Police Service completed an investigation resulting in the arrest of a male who was charged with multiple offences. The suspect had regular access to two children who were removed as a result.

Initiatives and Achievements

Reporting Makes a Difference: Project Spade

Beginning in 2005 and spanning several years, Cybertip.ca received several reports regarding a website offering child nudity material. These reports were forwarded to Canadian law enforcement agencies. Toronto Police Service, along with the United States Postal Inspection Service, conducted a joint investigation (**Project Spade**). Announced at a press conference on November 14, 2013, thousands of images and videos detailing sexual abuse against children were seized. Law enforcement in over 50 countries around the world were involved. A number of

the individuals arrested were employed or volunteered in environments that provided close contact with children.

342 arrests 

 **386 children removed from abuse**
(as of March 31, 2014)

"I would also like to acknowledge Cybertip.ca who is present with us today... They received numerous tips regarding [the] website and forwarded them to us, assisting us in detecting his website."

— Inspector Joanna Beaven-Desjardins, Toronto Police Service

PROJECT SPADE: IMPACT ON CYBERTIP.CA

208% increase in requests submitted via website "Contact Us" forms, email and phone to Cybertip.ca

48% increase in reports submitted to Cybertip.ca



144% increase in reports submitted by the public with information about a child victim and/or suspect



Nearly **630,000** unique Twitter® accounts reached with tweets referencing the Canadian Centre

"I am so happy there is a service like this to protect our children. I am so happy that so many people were caught; it just makes me sick that people could do this to an innocent child. Keep up the great work!"

— Member of the public



Toronto Police @TorontoPolice

@CdnChildProtect Wonderful to stand w/ you as the announcement of 386 children were saved during #ProjectSpade ~wd



11:32 AM - 14 Nov 2013



REDUCE

Cybertip.ca ALERTS !

In September 2013, the Canadian Centre introduced Cybertip.ca Alerts – electronic notifications sent out to inform the public about concerning technology trends and new resources designed to increase children’s personal safety. Three alerts were issued this past year concerning Ask.fm, Kik Messenger and the hoax involving the Talking Angela App.

Close to **1,000 people** are signed up



30,000 accounts reached on Twitter®

NATIONAL PUBLIC AWARENESS CAMPAIGNS

Help Stop the Spread of Child Sexual Abuse Images

Cybertip.ca has been instrumental in shifting the public’s understanding that child pornography is child sexual abuse, and emphasizing the important role adults play in protecting children. In 2013/14, the Canadian Centre carried out a national campaign encouraging Canadians to report concerns involving the online sexual exploitation of children.



HIGHLIGHTS



392 advertisements in transit hubs

42 billboards



2.1 million passenger views in WestJet magazine up!

Cybertip.ca Awareness Day



September 26, 2013 marked the second annual national Cybertip.ca Awareness Day. The day signifies the important role Canadians can play in the protection of children and the fight against online child sexual exploitation. On this day the Canadian Centre launched a new parent resource titled *Parenting Tweens and Teens in the Digital World*.

Nearly **285,000** were distributed throughout the year.





Federal Mandatory Reporting of Child Sexual Abuse Images

In 2013/2014, the Canadian Centre ran a federal mandatory reporting campaign concerning *An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons who Provide an Internet Service*, as part of its role as a designated reporting entity under such legislation.



300 Internet Service Providers reached

2,750 information cards distributed

1,075 magnets distributed



Manitoba Mandatory Reporting Campaign of Child Sexual Abuse Images and Material

From November 2013 to mid-January 2014, Cybertip.ca ran a mandatory reporting campaign in Manitoba to raise awareness about the obligation to report child pornography under the *Child and Family Services Act*.



11 cities and towns reached across Manitoba

25% increase in child pornography reports to Cybertip.ca from persons in Manitoba

NeedHelpNow.ca™

On April 21, 2013, the Canadian Centre launched NeedHelpNow.ca – a resource designed to support youth who have been negatively impacted by a sexual picture/video being shared by peers. Mrs. Lauren Harper generously assisted our agency with raising awareness about NeedHelpNow.ca, which has also involved the support of many musicians, politicians, corporations, TV personalities, law enforcement agencies, and child-serving organizations.



Mrs. Lauren Harper, supporting the NeedHelpNow.ca campaign



Over 300,000 page views



Over **12,000 downloads** of educational resources

8,000 schools reached

with promotional cards and posters



Millions reached on social media during the launch campaign





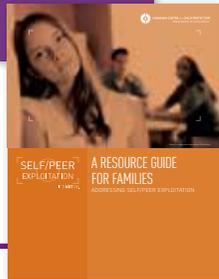
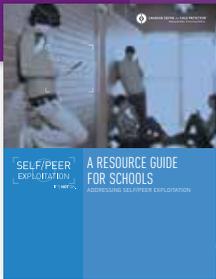
SELF/PEER EXPLOITATION AND CYBERBULLYING

The Canadian Centre has developed resources for schools and youth, including the NeedHelpNow.ca online resource and new educational modules for Grades 7/8 and 9/10 that address cyberbullying.



9,000 Self/Peer Exploitation resource guides

have been disseminated across Canada



PROVINCE OF MANITOBA PARTNERSHIP

1,700 copies of the *Self/Peer Exploitation Resource Guide* were distributed to Manitoba schools (Gr. 7+)



Jointly hosted the *Prevention of and Response to CYBERBULLYING – Safe and Caring Schools Leadership Forum* (May 2014)

“It’s increasingly important to prepare students to be engaged in their communities in positive ways. The resources we will provide and develop through this partnership will empower youth to recognize cyberbullying, deal with its impacts and challenge this harmful behavior.”

— Education Minister Nancy Allan



Signy Annason, Associate Executive Director, C3P, with Nancy Allan, Minister of Education (Manitoba)



WORKING TOGETHER TO PROTECT CHILDREN FROM CYBERBULLYING

On May 10, 2013, the Canadian Centre held a roundtable discussion to address the crisis of cyberbullying. In attendance were the Right Honourable Stephen Harper, Prime Minister of Canada; the Honourable Vic Toews, Minister of Public Safety, other parliamentarians, as well as leading experts from other agencies. Families who have experienced the tragic loss of their children played a central role in the Roundtable event.



“It is hoped that as concerned parents, adults and educators, we can work towards building a safer on-line community for this generation and the future ones to come. Our children are precious and we cannot afford to lose them to behaviours and actions that are preventable.”

— Carol Todd, mother of Amanda Todd

“I would like to see the support needed for the children that are victimized. Technology, and society have created this, and we have to own it, recognize it and fix it.”

— Pam Murchison, mother of Jenna Bowers-Bryanton

“Rehtaeh was failed by the school system, legal system, and the health system. We are happy to be able to work with the Canadian Centre for Child Protection. They have made it a priority to ensure changes are made so that another child does not fall through the same cracks in the system.”

— The Parsons and Canning families, parents of Rehtaeh Parsons

“We need to open up the discussion of our youth and their safety online which we have done today. Youths need to understand that they can’t hide behind the computer, many times saying things they never would in person. Their postings are available 24/7, have a lasting impression and have a huge impact on lives.”

— Joanne Landolt, aunt of Kimberly Proctor

GIFT FROM THE GOVERNMENT OF CANADA

The Honourable Peter MacKay, Minister of Justice and Attorney General of Canada, announced a \$100,000 gift from the Government of Canada, to mark the birth of His Royal Highness Prince George of Cambridge. Mrs. Lauren Harper attended the event and also provided remarks.

“Through this gift, the Canadian Centre for Child Protection will provide more parents and schools with important safety resources to address online bullying.”

— Minister of Justice Peter MacKay



Mrs. Lauren Harper at the official gift announcement recognizing the birth of the royal baby



Minister MacKay at the Canadian Centre to announce the Government of Canada donation

CYBERBULLYING RESOURCES: Addressing the Misuse of Technology

Education Module for teachers of
Grades 7/8 and activity books for students

Education Module for teachers of
Grades 9/10 and activity books for students



ASSIST

Assist in the location of missing children



MissingKids.ca is Canada's missing children resource and response centre. We offer families support in finding their missing child and provide educational materials to help prevent children from going missing. In 2013/14, **MissingKids.ca assisted in the location of 163 children; an 18% increase over the previous year.**



MISSINGKIDS.CA HAS FOUR PRIMARY FUNCTIONS:

- 1 Assisting in the location of missing children
- 2 Providing educational materials to help prevent children from going missing
- 3 Offering information and a response centre on missing children
- 4 Coordinating efforts to assist stakeholders in the delivery of missing children services

IN THE PAST YEAR:



275,484 unique page views on **missingkids.ca**; a 31.5% increase over last year

4,200 hours dedicated to supporting families

9,424 educational downloads from **missingkids.ca**

478 families supported across Canada



517 public inquiries answered



MISSINGKIDS.CA CASEWORK:

MissingKids.ca caseworkers have worked with **nearly 400 law enforcement officers** over the past year locally, nationally and internationally.

“Thank you and your organization for the high degree of professionalism and diligence you displayed in assisting us with our investigation. The MissingKidsALERT you created and disseminated was essential in instigating an expedient and safe resolution to a very difficult situation. Additionally, the information and resources you provided will no doubt assist with future investigations.”

— Cst. Jeffrey Rentz,
Edmonton Police Service



Lucas Degerness

Missing Since:
June 7, 2007 (age 14)
Missing From:
Prince George, BC

In 2013/14, working with police and his family, Lucas' case was featured in 27 articles, including on globalnews.ca. It was the top story on the “Popular Now” section of the Global BC website, with more than **17,000** views.

“We are all so thrilled with the article – and page 3 of the Saturday Star, unbelievable! My Mom is so happy with the paper and video coverage. Thank you very much for making it happen. Our whole family is filled with gratitude to everyone who has worked so diligently to bring [Richard's] story to the public's attention.”

— Gayle Dykeman, niece of Richard Marlow



Richard Marlow

Missing Since:
July 18, 1944 (age 9)
Missing From:
Etobicoke, Ontario

In 2013/14, MissingKids.ca connected with Etobicoke media, which prompted a story and video in the Toronto Star on the 70th anniversary of Richard's disappearance that reached **470,000** households.



Initiatives and Achievements



In October 2013, MissingKids.ca launched a new, innovative

way to assist parents in child identification. Endorsed by the RCMP Foundation, the free password-protected app for iPhone® and Android, **Find Me ID**, allows parents to store current photographs and reminds parents to update information about their child.

The **Find Me ID** app has been downloaded more than **8,000** times.



“Our Government welcomes innovative technologies that improve the security of young Canadians. The Canadian Centre for Child Protection’s **Find Me ID** app ensures that parents are well prepared to take action should their child get lost or go missing.”

— *The Honourable Steven Blaney, Minister of Public Safety and Emergency Preparedness*



Calgary Police 

@CalgaryPolice

Great work being done today by @CdnChildProtect in the launch of their new #FindMeID app. Learn more here: bit.ly/18bEAK9 #yyc

9:09 AM - 23 Oct 2013

WORKING WITH FIRST NATION COMMUNITIES

Assembly of First Nations



In December 2013, AFN National Chief Shawn Atleo visited the Canadian Centre for the first time. Three months later he returned with the AFN executive members to introduce them to the Canadian Centre.



Community Action Plan

MissingKids.ca worked with Norway House Cree Nation (NHCN), the AFN and the RCMP to develop a Community Action Plan (CAP) for First Nation, Aboriginal, and northern communities. In March 2014 the CAP was presented at multiple venues, including to Chiefs from across the country at the AFN Annual General Assembly, and is offered to all interested communities at no cost.

“I am proud to share how we came together with the staff from the Canadian Centre for Child Protection, RCMP, our local band police and so many members of our community to develop an action plan in case a child goes missing.”

— *Norway House Cree Nation Chief Ron Evans*





National Missing Children's Day

In 2014, MissingKids.ca, the Toronto Police Service (TPS) and Mac's Convenience Stores launched a campaign to raise funds and awareness in order to help bring Canada's missing children home.



MissingKidsALERT is a public notification service that allows individuals, organizations and businesses to receive missing child alerts.

86 alerts have been issued and 84 children have been safely located.

In March 2014, MissingKidsALERT was used to help locate a 14-year-old missing from Saskatchewan, believed to be heading toward Toronto. The alert was shared with law enforcement, local businesses, and individuals throughout three provinces, resulting in the safe location of the youth within five days.

14th Annual Missing and Exploited Children Conference (MECC)

Nearly 300 frontline child protection professionals from across Canada and abroad, including law enforcement members, social workers, educators, legal and medical professionals, counsellors and policy analysts attended the MECC.



Left to right: Signy Arnason, Director of Cybertip.ca, C3P; Lianna McDonald, Executive Director, C3P; Dr. Michael Bourke, Chief Psychologist for the United States Marshals Service; and Christy Dzikowicz, Director of MissingKids.ca, C3P.



"One of the best conferences I have attended in my 16 years of policing. What a pleasure to spend three days with so many professionals who are truly passionate about protecting kids."

— Conference participant

EDUCATE

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



National Interactive Safety Education Program

Kids in the Know (KIK) is a national interactive safety education program for increasing the personal safety of children from kindergarten to high school and reducing their risk of victimization online and offline. The program focuses on building safety competence by teaching critical problem-solving skills and uses a community-based approach to heighten awareness of child safety and protection issues.



used in
**thousands
of schools**
across Canada

meets curricula outcomes in the areas of
Physical Education and Health
and **Social Responsibility**



the 2006 program has received the nationally-recognized
**Curriculum Services
of Canada** seal of approval

IN 2013/14:

Over 400 new schools implemented KIK, with **1,090 individual program books** and **440 kits** distributed

Over 50 training sessions delivered to **720 students** from Grade 4 to Grade 9



397,409 individual visits to the kidsintheknow.ca website; a 20% increase over the previous year

2,200 educators trained

1,000 parents and local community groups trained



MAKING A DIFFERENCE FOR CHILDREN AND YOUTH

After Kids in the Know lessons were implemented by a Grade 1 teacher, a seven-year-old girl went home and told her mom about a babysitter who was playing inappropriate games with her that included touching her private parts. Police were contacted and the individual was charged.

“This program provides a consistent message from Kindergarten to Grade 8. It’s rich, interactive and can be used right away.”

— Educator



Helping Organizations Reduce the Risk of Child Sexual Abuse

Commit to Kids is a step-by-step plan to help child-serving organizations reduce the risk of child sexual abuse for the children in their care.



RESULTS

17,000 organizations reached since inception

630 kits and **926 Overview guides** distributed in 2013/14

39 training sessions delivered with **890 people** in attendance

47,003 individual visits to **commit2kids.ca**; a 71% increase over previous year



The Commit to Kids program continues to garner international attention. In 2013, the Peyton Manning Children’s Hospital at St.Vincent began distributing the Commit to Kids Program to child-serving organizations operating in the state of Indiana.



Initiatives and Achievements

BILLY BRINGS HIS BUDDIES

Billy Brings his Buddies is designed for Grade 1 students and intended to help educators and parents teach them about personal safety.



Honeywell

RESULTS



10,000 schools across Canada received the Grade 1 teacher kit

46,695 individual visits to **billybuddy.ca**; a 33% increase over previous year

1,060 teacher kits downloaded (647 English and 413 French)

1,519 Buddy System Home Activity sheets downloaded (989 English and 530 French)



Promotion of the Billy Buddy Halloween Match Game resulted in a **127% (2,224) increase** in page views to **billybuddy.ca**

EDUCATING CHILDREN ACROSS CANADA

Grade 7 to 12 campaign (Dec. 2013)



Parenting Tweens and Teens brochure



Self/Peer Exploitation Guide info sheet



Cyberbullying resource info sheet



NeedHelpNow.ca promotional cards and posters

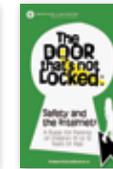
Safer Internet Day campaign (Feb. 2014)



Zoe and Molly Online • Be Smart, Strong & Safe



The Door That's Not Locked Internet Safety (10-12 years of age)



Smartphone Safety parent brochure • Catalogue for Educators



Parenting Tweens and Teens parent brochure



Over 10,250 schools and numerous policing agencies received educational resources in 2013/14. 1.3 million pieces were distributed across Canada free-of-charge.





COMMIT TO KIDS – SPORT EDITION

In an effort to ensure that children thrive and succeed in any type and level of sport, the Jays Care Foundation, with the support of a direct donation from R.A. Dickey, partnered with the Canadian Centre to distribute the *Commit to Kids – Sport Edition*.



2 public service announcements with R.A. Dickey that aired on Rogers Sportsnet

500 kits distributed at the Blue Jays Annual Coaching Clinic, and **300 kits** distributed to the Ontario Baseball Association's Annual Coaching Clinic

"I would like to congratulate you on a terrific program to help protect kids. Child abuse is a horrible thing whether it's at home, school or anywhere else. R.A. Dickey is a wonderful spokesperson for this program. He endured so much as a young boy. Now he is a well-known major league baseball player in Toronto who does so much for the community. I know this program will help a lot of kids in the future."

— Feedback received through the *Commit2Kids.ca Contact Us form*

"...this is tangible information our community coaches need to get! This was on our radar for next year so this resource came across my desk at just the right time!"

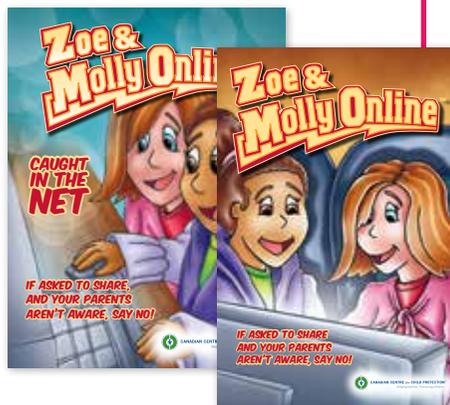
— *High School Coach*





Shaw)

Over **200,000 Zoe and Molly Online comics** (Grades 3 and 4) were distributed across Western Canada



zoeandmolly.ca averaged **20,000 page views per month**



Smartphone Safety



More than **205,000 Smartphone Safety Guides** were distributed to 7,000 schools across Canada



mobility.protectchildren.ca had approximately **15,000 unique visitors** in 2013/14



EDUCATE



ADVOCATE

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

MEDIA HIGHLIGHTS

213 media requests, averaging nearly one per workday — a 77% increase

113 interviews executed — a 59% increase

15 press releases issued

1,321 articles that mentioned the Canadian Centre or one of its programs — a 133% increase

 **78% increase** in Facebook® likes

 **114% increase** in Twitter® followers

RECOGNIZING THE IMPORTANCE OF EACH AND EVERY VICTIM

On August 29, 2013, the Right Honourable Stephen Harper, Prime Minister of Canada, joined by the Honourable Peter MacKay, Minister of Justice and Attorney General of Canada, made a public announcement addressing changes in legislation relating to the serving of concurrent sentences for persons who have committed sexual offences against children. The changes ensure that those convicted of more than one such offence serve them consecutively. Ms. McDonald spoke at the press conference alongside Prime Minister Harper and Minister MacKay, in support of the Government of Canada's efforts to strengthen the rights of victims and improve their experiences within the criminal justice system.



Bill C-26 Announcement. Left to right: Lianna McDonald, Executive Director, C3P; the Right Honourable Stephen Harper, Prime Minister of Canada; the Honourable Peter MacKay, Minister of Justice and Attorney General of Canada.

"In many cases where one individual might have multiple victims the sentence has not to date adequately reflected the number of those victims."

— Lianna McDonald, Jones, Allison.
"Harper: Child Sex Crimes To Draw Tougher Penalties." *Huffington Post Canada*. 29 August 2013. *The Canadian Press*. Web.





NEW LEGISLATION HELPS PROTECT SOCIETY'S MOST VULNERABLE

On May 21, 2013, Lianna McDonald, Executive Director of the Canadian Centre, and Monique St. Germain, General Counsel, presented to the Standing Senate Committee on Legal and Constitutional Affairs on *Bill C-299: An Act to amend the Criminal Code (kidnapping of a young person)*. Ms. McDonald spoke to the Canadian Centre's support for Bill C-299 related to the kidnapping provision of the *Criminal Code*. This presentation was broadcast live on the Parliament of Canada ParLVU website.

Bill C-299 passed and received royal assent on June 26, 2013. This enactment amends the *Criminal Code* to prescribe a minimum punishment of five years when a kidnap victim is under sixteen years of age.

WORKING TOGETHER TO BETTER PROTECT AND SUPPORT YOUTH

On November 20, 2013, Ms. McDonald spoke at a televised press conference held in Ottawa where Minister MacKay introduced legislation to address criminal behaviour associated with cyberbullying. They were joined by the Honourable Steven Blaney, Minister of Public Safety and Emergency Preparedness. Among other legislative changes to combat cyberbullying, Bill C-13 prohibits the non-consensual distribution of intimate images. Ms. McDonald applauded the Government of Canada's efforts to strengthen the rights of victims by addressing the new complexities when dealing with the online world.

The issue drew significant media interest and led to the Canadian Centre being

covered by Huffington Post Canada, CBC.ca and Macleans.ca. Signy Arnason, Associate Executive Director of the Canadian Centre, was interviewed by CBC Radio Syndicate, CBC News Now and CTV News Channel and pointed families towards NeedHelpNow.ca if they were dealing with a self/peer exploitation incident.



Peter MacKay

@MinPeterMacKay

Thanks @CdnChildProtect for your feedback & support of our new measures to stop cyber intimidation #cdnpoli



1:46 PM - 20 Nov 2013

“Whether the information is submitted through Cybertip.ca or NeedHelpNow.ca, a site we specifically designed for youth, the number one request from those impacted by a sexual image being shared online is to get the content removed. These youth are desperate to get humiliating photos or videos of themselves off the Internet, and have had nowhere to turn to get the help they need.”

— Signy Arnason, Associate Executive Director of the Canadian Centre, speaking to the Standing Committee on Justice and Human Rights on May 29, 2014 about Bill C-13



PARTNERS

IN THE PROTECTION
OF CHILDREN

The Canadian Centre for Child Protection envisions a world where children are protected and safe. It is through the steadfast support of our partners that we have been able to seize unforeseen opportunities and hit new milestones in the past year. The financial and in-kind support from our partners in the public and private sectors, as well as the expertise and skills we are able to access through joint work with law enforcement agencies, educators and other like-minded organizations and individuals, make it possible for us to carry out our important work.

Founding Partners

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

Bell

Self/Peer Exploitation Resource
and NeedHelpNow.ca

TELUS

Smartphone
Safety Series

Shaw)

Zoe and
Molly Online

Honeywell

Billy Brings
his Buddies





Other Major Contributors

Our work would not be possible without our private sector partners. We thank all of the organizations we work with day in and day out, and acknowledge their commitment to making the protection and safety of children a priority. Together, we are making a difference in the 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 under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* continues to be essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Coordination Centre. We thank our national strategy partners for their continued commitment to reducing online child sexual exploitation.

We are very appreciative of our partnerships with provincial governments and law enforcement. In 2013/2014 the Canadian Centre strengthened its partnership with the Province of Manitoba on cyberbullying issues. In addition to this expanded partnership, other provinces and territories expressed interest in agreements with the Canadian Centre.





New Partnership with the Government of New Brunswick

On March 19, 2014, the Canadian Centre announced a partnership with the Government of New Brunswick to better protect children and youth from online risks and sexual exploitation. Signy Arnason, Associate Executive Director of the Canadian Centre, was in Fredericton at a press conference to sign a Memorandum of Understanding (MOU) with Education and Early Childhood Development Minister Marie-Claude Blais. Through this MOU the Government of New Brunswick will promote the Canadian Centre's programs and services such as Kids in the Know and Commit to Kids.

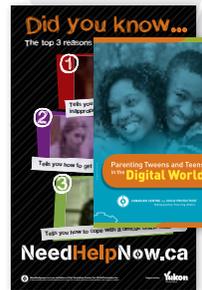
"This agreement is an important step forward in the Province's ongoing work to protect young New Brunswickers from those who prey on youth online. With the addition of new materials to promote safe Internet use, our schools' curricula will ensure children and teenagers understand the nature of online dangers and can use the Internet safely and responsibly."

— Marie-Claude Blais, Education and Early Childhood Development Minister, New Brunswick

"Pleased to see our government partnering w/ @CdnChildProtect to further protection of online safety for our children."

— Troy Lifford (@TroyLifford) MLA for Fredericton-Nashwaaksis and New Brunswick Minister of Justice

Government of Yukon Partnership Provides Internet Safety Information to Youth



Middle and high schools received the Self/Peer Exploitation resource guides, NeedHelpNow.ca posters and thousands of Parenting Tweens and Teens in the Digital World safety booklets.

Two public service announcements were created with Deputy Premier Elaine Taylor and Minister of Justice Mike Nixon.

Law Enforcement Initiatives

Our ongoing efforts with the Toronto Police Service, the Ontario Provincial Police and the Sûreté du Québec resulted in:



over **140,000 pieces** of online safety education material being distributed in Ontario and Quebec

nearly **900 schools** receiving our resources



We are very grateful for the support of law enforcement agencies across Canada for their assistance in promoting our education material and raising awareness about reporting to Cybertip.ca.



FINANCIAL STATEMENTS

94 cents

of **every dollar** spent in 2013 went towards the delivery of programs and services **to protect children.**

- Case Analysis and Exploited Child Case Management **55%**
- Public Education and Awareness **22%**
- Missing Child Case Management **11%**
- Administration **6%**
- Community Outreach to Child Serving Organizations **4%**
- Training **2%**



This financial information is extracted from the 2014 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.





	12 MONTHS ENDING MARCH 31, 2014	12 MONTHS ENDING MARCH 31, 2013
ASSETS		
Current Assets	1,123,256	1,093,598
Capital Assets	10,979	22,829
	1,134,235	1,116,427
LIABILITIES		
Current Liabilities	98,217	159,370
Deferred Contributions	373,759	292,450
Deferred Capital Contributions	10,979	22,829
	482,955	474,649
NET ASSETS	651,280	641,778
	1,134,235	1,116,427
REVENUE		
Contributions	2,140,300	2,234,261
Sponsorships	1,108,890	1,062,695
Products & Services	328,675	472,396
Donations	181,606	111,251
Grants	183,966	230,397
Other Income	6,072	9,682
	3,949,509	4,120,682
EXPENSES		
Programs	3,754,444	3,824,837
Administration	173,713	178,412
Amortization	11,850	11,483
	3,940,007	4,014,732
EXCESS OF REVENUE OVER EXPENDITURES	9,502	105,950



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 who have donated to this important charitable cause. Together, we are making a difference in the lives of children in Canada.

Assiniboia Downs
Bell
Jason Brown
Brian and Susan Thomas
Foundation
Canadian Wireless
Telecommunications
Association
Canquest Communications
(Wireless) Inc.
CIBC
City of Winnipeg
CN Employees' & Pensioners
Community Fund
Dortec Industries
Dortec Industries Children's
Wish Fund
David Druker
Abdo El Tassi
Fort Garry Hotel
GAP / Old Navy
Genumark
Google

Government of Canada
Government of Manitoba
Government of Yukon
Shirley Grant
Holy Cross Catholic
Secondary School
Honeywell
Horizon Employees' Charity Fund
Institute Of Chartered
Accountants of Ontario
Jays Care Foundation
(R.A. Dickey)
Eli Krause
Leech Printing
Lifetouch Canada Inc.
London Kellogg E.C.C.O.
Manitoba All Charities
Modern Niagara Toronto Inc.
Mr. Lube (Superior Shercor Ltd)
MTS Allstream Inc.
Ontario Power Generation
Employee Trust
Patheon Inc.

Pattison Outdoor Advertising
R.A. Hughes Agencies Ltd
Rogers Communications
Safeway
Jad Saliba
SaskTel
Shaw Communications Inc.
Si Senora Cleaning
TELUS
T.J. Rice Foundation
The Leonard & Gabryela Osin
Foundation
Tides Foundation
Wawanesa Insurance
Winnipeg Foundation
Winnipeg Goldeyes Baseball
Club Inc.
Xerox



