



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

SOCIAL VALUE REPORT

\\ 2014-2015

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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



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

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

As the Canadian Centre for Child Protection (Canadian Centre) completes its 30th year in operation, we have spent much of 2014/15 focusing on our core mandate of working to protect Canada's youngest and most vulnerable children. It is through our work in operating Cybertip.ca over the past 13 years that our agency has witnessed the growing proliferation of child sexual abuse on the Internet. The misuse of technology has accelerated the propagation of child pornography, normalized the sexualization of children, and made it abundantly easier for offenders to actively participate in this illegal behaviour. Children under 12 are particularly vulnerable and the number of reports to the tipline with children in this age range continues to grow at an alarming rate.

Our first and foremost obligation as an agency dedicated to the protection of children is to help identify these young children and to prevent victimization of others. With this goal in mind, in October 2014, we launched a transformational plan alongside the Right Honourable Stephen Harper, Prime Minister of Canada, titled our *Digital Agenda for Protecting Canada's Youngest and Most Vulnerable Children*. While our agency has the broad mandate of addressing the online sexual exploitation of all children, this *Digital Agenda* specifically focuses on child sexual abuse images and material that pertain to children under 12 years of age.

The *Digital Agenda* will serve as the cornerstone of our agency's efforts for the coming years through the operationalization of the following ideas:

- Reducing the availability of child sexual abuse material to Canadians by strengthening private sector involvement, strengthening Canada's role internationally and leveraging technology to disrupt the growing problem of sexual abuse material online
- Identifying more victims in child sexual abuse material by working closely with child exploitation units and improving support services in Canada to better protect the rights of victims when abuse material is circulating online
- Increasing reporting by Canadians through national public awareness campaigns and working with relevant stakeholders to promote reporting
- Focusing Canada's efforts on prevention and education using recognized prevention programming (e.g. Commit to Kids and Kids in the Know) in addition to the creation of new resources for parents, health care professionals and public facilities (e.g. pools, libraries)
- Stopping offenders by enhancing resources and training in Canada including increasing police capacity, modernizing the *Criminal Code* to aid in tackling this problem and examining best practices related to reducing online sexual exploitation of children

- Enhancing efforts in research and development in Canada by instituting a research arm within the Canadian Centre and developing new technological solutions to identify child victims and offenders, as well as reducing the availability of child sexual abuse material

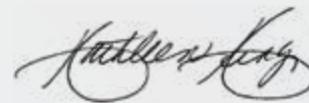
Another area that continues to be of great importance is assisting youth affected by the sharing of a sexual picture or video. In October 2014, we launched new education modules for Grades 7/8 and 9/10 to address the specific combination of sexual exploitation/violence, technology and bullying among youth. In the first 6 months after the launch, we reached over 3,000 classrooms, including province/territory-wide distribution in Manitoba, New Brunswick, Nova Scotia, and the Yukon. In an effort to quickly provide students with this important and timely information, our Safer Internet Day initiative for 2015 included reaching over half a million youth with our Cyberbullying activity books titled *What's the Deal* and *It is a Big Deal*. Discussions are ongoing with other provinces and school districts to ensure their youth are empowered and informed.

It is clear that the issue of child sexual abuse and exploitation must remain a national priority. We are proud of our role as a catalyst for change and innovation as we tackle these growing problems. As adults, we have

a responsibility to our children to provide the leadership and focus to make a distinctive impact on this issue. Through increased collaboration, new strategies, and a united resolve among stakeholders - we must come together to protect our most vulnerable citizens: our children. Each and every one of them is counting on us, and they deserve no less.



Lianna McDonald
Executive Director
Canadian Centre for Child Protection



Kathie King
Chair
Board of Directors

2014/15 HIGHLIGHTS

In May 2014, Mrs. Laureen Harper hosted an Idea Luncheon with marketing experts across Canada to generate ideas for raising youth's awareness of our NeedHelpNow.ca initiative.

See page 41 for more information.



In May 2014 and November 2014, the Canadian Centre voiced our support with respect to Bill C-13, *Protecting Canadians from Online Crime Act*. Passed in December 2014, Bill C-13 amended the *Criminal Code* to make non-consensual distribution of intimate images a crime, modernized existing offences to account for the use of technology, and amended the *Criminal Code* to enhance the ability of police to investigate online crime. *See page 44 for more information.*



On October 1, 2014, joined by Mrs. Laureen Harper and Mrs. Leah Parsons, we launched two new educational modules for teachers to help address the growing issue of cyberbullying among teens. *See page 15 for more information.*



The Canadian Centre hosted a roundtable discussion on October 10, 2014 with the Right Honourable Prime Minister Stephen Harper, law enforcement officials, industry, and fellow advocates to strengthen our national resolve, commitment and coordination in our efforts to fight online child sexual exploitation. The event involved promising discussions about issues raised in our *Digital Agenda to Protect Canada's Youngest and Most Vulnerable Children*.

See page 42 for more information.



The Canadian Centre co-hosted a roundtable discussion in December 2014 with the Honourable Rona Ambrose, Minister of Health, and leading health professionals about solutions for responding to family violence and child sexual abuse. *See page 43 for more information.*



In December 2014, we joined forces with Beyond Borders to intervene in a case before the Supreme Court of Canada. This was the first time the Canadian Centre had ever participated in such an application. The case involved interpretation and application of the "private use exception," which is a limited exception created by the Supreme Court in 2001 for making and possession of child pornography. *See page 45 for more information.*



We are incredibly proud and honoured to have been chosen as one of 50 individuals or organizations to receive a Canadian flag from the Government of Canada to commemorate the flag's 50th anniversary (February 2015).



Nominated by Manitoba Telecom Services (MTS), the Canadian Centre was recognized by the Canadian Wireless Telecommunications Association (CWTA) in March 2015 for partnering with Canada's wireless industry to serve Canadian families and better protect children. "The CWTA and its members have long been partnering with the Centre on a variety of projects, and I have had the opportunity to see first-hand how valuable its work is," says Bernard Lord, CWTA President and CEO. "I know all of us appreciate the Centre's tireless efforts to keep Canada's children safe in our ever-evolving society." Pictured right, Canadian Centre representatives were accompanied by Jay Forbes, CEO of MTS Allstream and Kelvin Shepherd, President of MTS in accepting the award from Bernard Lord on behalf of the CWTA.





REDUCE

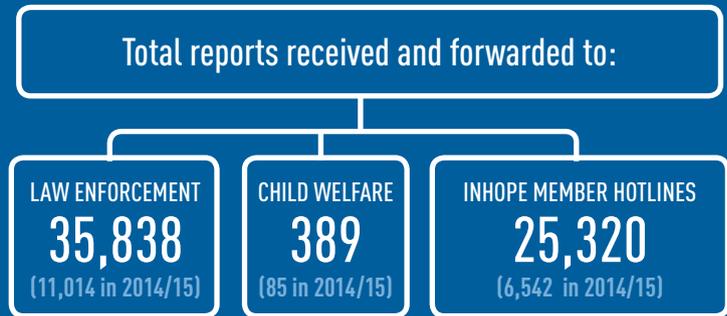
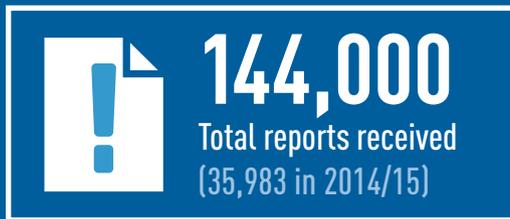
// REDUCING THE INCIDENCE OF SEXUALLY EXPLOITED CHILDREN





Cybertip.ca is Canada's national 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 be an integral component of this strategy.

Cybertip.ca is mandated to receive and process reports from the public about potentially illegal material, as well as activities related to the online sexual exploitation of children, and refer any relevant leads to the appropriate law enforcement agency, INHOPE member hotline and/or child welfare agency.



Cybertip.ca provides the public with information and other resources, as well as support and referral services, to help Canadians keep themselves and their families safe while using the Internet.

9,000+
DIRECT EDUCATIONAL
REQUESTS
(826 in 2014/15)

SITE PAGE VIEWS:
19.1 million
(1.9 million+ in 2014/15)



MATERIAL DISTRIBUTED
10.9 million pieces
(930,000 in 2014/15)

Cybertip.ca operates Cleanfeed Canada. Cleanfeed Canada aims to reduce Canadians' access to child sexual abuse images by blocking Internet customer access to non-Canadian websites hosting child pornography.

Unique URLs added to Cleanfeed:
25,999 (6,715 in 2014/15)



Average URLs blocked
per day in 2014/15: **653**



As Canada's national tipline for reporting the online sexual exploitation of children, Cybertip.ca has a unique lens into the issue of child sexual exploitation, its victims and their vulnerabilities, and its perpetrators and their techniques. In 2014/15, the tipline processed 27,000 hash values of child sexual images. Of these images:



83% involved
prepubescent
children
(under 12)



66% involved sex
acts and extreme
sex acts



80% of images
appeared to
be produced in
a home setting

Numbers current as of March 31, 2015

As of March 31, 2015, Cybertip.ca has received over 144,000 child sexual exploitation reports, with 25% of those received in the 2014-2015 fiscal year.

CYBERTIP.CA'S ROLE IN TRIAGING REPORTS

As a result of Cybertip.ca's role in triaging reports, it is estimated that 5,075 hours of time was saved for law enforcement in 2014/15.

Case in Point: British Columbia

Of the reports received by Cybertip.ca from the Canadian public, **4,502** have come from individuals residing in the province of British Columbia. Of those, **262 (5.8%)** were sent to law enforcement within B.C.. The remaining 4,240 reports either pertained to incidents not involving the jurisdiction of B.C. or did not pertain to anything potentially illegal. Law enforcement receives only those reports within their jurisdiction that may require a police investigation.

"Thank you for providing a secure site for Canadians to report online crimes."

– Law enforcement officer

"I want to thank you for your commitment to child safety and protection on many levels, it gives me great comfort for the information you provide to support the ones I care for."

– Member of the public

Social Value

Cybertip.ca reduces the burden on law enforcement by performing upfront triaging of online sexual exploitation reports from the public.

REPORTING MAKES A DIFFERENCE

In June of 2014, Cybertip.ca received a report regarding a suspect allegedly in possession of possible child sexual abuse content. The reported information indicated that the suspect was taking images of the reporting person's child and attempting to sell the pictures online. The report was processed by Cybertip.ca and forwarded to the London Police Service. The police investigation resulted in a male individual being arrested and charged with Luring, Possession of Child Pornography and Making Available Child Pornography.

In February of 2014, Cybertip.ca received a report regarding a suspect allegedly in possession of possible child sexual abuse material of a child under the age of 14. The reported information indicated that the suspect was threatening to post the images of the child online if the child did not send him additional child sexual abuse content. The report was processed by Cybertip.ca and forwarded to both the Sûreté du Québec and Centre jeunesse de la Montérégie. The police investigation resulted in a male individual being arrested in July 2014 and charged with Luring, Making Child Pornography, Making Sexually Explicit Material Available to a Child, and Extortion.

In October of 2013, Cybertip.ca received a report regarding a suspect who may have been in possession of possible child sexual abuse material of a child under the age of 16. The reported information indicated that the suspect and the child had allegedly been communicating via text and phone for several months and may have also met in person. The report was processed by Cybertip.ca and forwarded to the Greater Sudbury Police and Nipissing and Parry Sound Children's Aid Society. In August 2014, Cybertip.ca was notified that the police investigation resulted in a male individual being arrested and charged with Sexual Assault, Luring (X2), Possession of Child Pornography, Invitation to Sexual Touching, and Sexual Interference.

Leveraging Technology in Report Processing

Cybertip.ca strives to be innovative with the technical systems and solutions implemented in its work to reduce the incidence of online sexual exploitation of children. Cybertip.ca's internal database was upgraded in order to increase efficiencies in processing reports. These changes included:

- Further use of hash values to reduce duplication of work
- Automation of tasks within the system such as report triaging and report processing
- Content filtering and blocking of known child sexual abuse images (real-time)
- Increased use of tools to rapidly analyze content on websites

These upgrades have resulted in the following benefits:

- Significant decrease in the average processing time for website reports
- Rapid removal of child sexual abuse material by content providers
- Reducing analysts' exposure to child sexual abuse material
- Exponential increases in the quantity of hash values used to reduce workload

Canadian Coalition against Internet Child Exploitation (CCAICE)

CCAICE is a voluntary multi-sector group of industry, government, non-governmental and law enforcement stakeholders from across the country. Chaired by Cybertip.ca, CCAICE's mandate is to devise and implement an effective national strategy to help address the problem of online child sexual exploitation. A CCAICE meeting was held on February 18, 2015 in Ottawa. The group discussed critical issues affecting the protection of children.

RESPONDING TO EMERGING TRENDS

Self/Peer Exploitation and Cyberbullying

Over the past couple of years, we have created a number of new resources (e.g. NeedHelpNow.ca and the *School and Family Approaches to Intervention and Prevention: Addressing Self/Peer Exploitation* resource guide) in response to an increasing number of reports to the tipline from youth as young as 12 years old with regard to sexual images/videos being created and distributed via the Internet and/or electronic devices, often as a form of bullying.

Our NeedHelpNow.ca online resource, which provides youth with concrete steps to regain control of situations where they are negatively impacted by a sexual image or video posted online, continues to reach tens of thousands of individuals a year.

“I just wanted to express a HUGE Thank You for creating such a superb website!”

– Member of the public

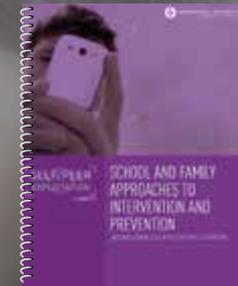
In 2014/15:



145,000+ page views and
44,000+ unique visitors



18,800+ views of
“Removing content from the
Internet” page

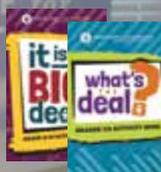


In 2014/15, **1900+** copies of the resource guide were sent to law enforcement, educators and other youth-serving organizations

On October 1, 2014, joined by Mrs. Laureen Harper and Leah Parsons, we launched two new educational modules for teachers to help address the vulnerability of adolescents to sexual victimization and two student activity books designed to engage youth and develop their critical thinking skills on the issue. In the six months following the launch:



2,200
classrooms received our
cyberbullying modules



420,000+
youth reached with
cyberbullying activity
booklets (25% of all Canadian
youth between the ages of 13 and 16)

“As a mom of teenagers, I worry about how young people today are coping with the growing problem of cyberbullying. It is comforting to know that teachers across Canada will have access to these new resources to help them in their efforts to create safer environments for our children.”

- Mrs. Laureen Harper

“These new modules give me hope for the future. Children will have access to important information that can help them in their adolescent years.”

- Leah Parsons, mother of Rehtaeh Parsons, a victim of cyberbullying, who died in April 2013

Province-wide distribution in:



Non-Consensual Distribution of Intimate Images

The Canadian Centre spoke in support of Bill C-13, *Protecting Canadians from Online Crime Act*, at Parliamentary committee hearings in 2014. Part of this Bill involved amending the *Criminal Code* to make the non-consensual distribution of intimate images a crime. Following the passing and enactment of this legislation (March 2015), Cybertip.ca began taking



reports involving the non-consensual distribution of intimate images involving individuals under the age of 18. In the first month, the tipline received 24 reports under this category.



Sample Report: In March of 2015, Cybertip.ca received a report from a 17-year-old youth who reported an incident involving a similarly aged peer distributing intimate images of her to her family members on social media. According to the information provided to Cybertip.ca, the similarly aged peer befriended the 17-year-old youth and was able to obtain the images through the 17-year-old's account on a popular messaging and video chat app. The peer then created other false accounts on social media using the 17-year-old's name and posted the intimate images online. The report was forwarded to the law enforcement agencies of jurisdiction for the 17-year-old youth as well as the individual distributing the intimate images.

Canada was one of the first countries to enact legislation involving the non-consensual distribution of intimate images.

Cybertip.ca ALERTS !

Reports received from the Canadian public allow Cybertip.ca analysts to identify and understand emerging and significant

trends in child safety. Recognizing that it can be difficult to keep up with technology, Cybertip.ca Alerts provide important information to help keep Canadians safe while using various popular platforms on the Internet. In 2014/15, three Cybertip.ca Alerts were issued concerning spambots on Skype, sextortionists targeting teens and the Communit app.

Impact:



1,300+ individuals reached



12,000+ accounts reached on Twitter



18 media interviews



16 media articles



A **23% to 46%** increase in page views to Cybertip.ca

**comparison between page views from the week prior to each Alert issued*

Sextortionists Targeting Teens

In 2014/15, Cybertip.ca saw a concerning rise in teenagers reporting issues surrounding video communication with adults posing as teenagers. On platforms that allow users to communicate by video, offenders are secretly recording teenagers exposing themselves and then threatening to share the sexual content if they don't pay money (often hundreds of dollars) to the individual. In our Cybertip.ca Alert informing parents about this concerning activity, parents were encouraged to have regular, open dialogue with their teens about this topic, emphasizing teens seek parental support in situations like this. Parents were also advised of the importance of talking to teens about never complying with threats online, since in most cases this only makes the situation worse. Parents were encouraged to access our new educational sheet *How to Talk to Youth about Online Extortion*.

Social Value

Cybertip.ca Alerts inform parents of the latest risks to children's online safety.

PUBLIC AWARENESS

cybertip!ca®

/// AWARENESS DAY 2014

On September 26, 2014 Cybertip.ca celebrated its 12th anniversary and our third annual Cybertip.ca Awareness Day. Meant to increase public knowledge about the critical service offered by Cybertip.ca for reporting the online sexual exploitation of children and for obtaining important educational material, we encouraged the public to take action and get involved by:

- Reporting concerns about online child sexual exploitation to Cybertip.ca
- Signing up to receive Cybertip.ca Alerts
- Helping raise awareness on social media using the hashtags #ctipday2014 and #youtharenotalone
- Learning more about protecting children on the Internet and combatting cyberbullying through information available on our website

Impact:

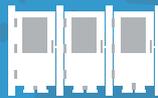
- Tweets from and about @CdnChildProtect reached more than **187,208 twitter accounts**
- Our hashtag, #CTIP2014, reached more than **49,000 twitter accounts**

National Cybertip.ca Awareness Campaign (Spring 2015)

In the spring of 2015, the Canadian Centre for Child Protection ran the national campaign “Concerned about a child being sexually victimized online?” The goal of the campaign was to encourage concerned adults to report online sexual victimization to Cybertip.ca, as well as raise awareness of online child sexual victimization and Cybertip.ca.



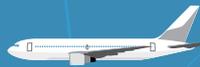
8 cities with outdoor and transit system signage



1.5 million+ impressions in 8 cities with public restroom advertising

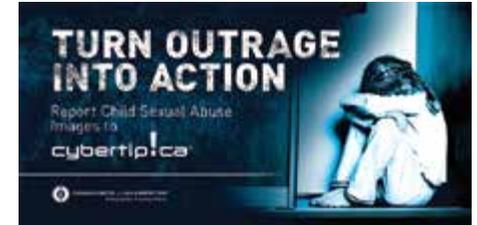


530,000 impressions of smartphone app advertisements



12,000 WestJet flights featured an advertisement in the on-board magazine

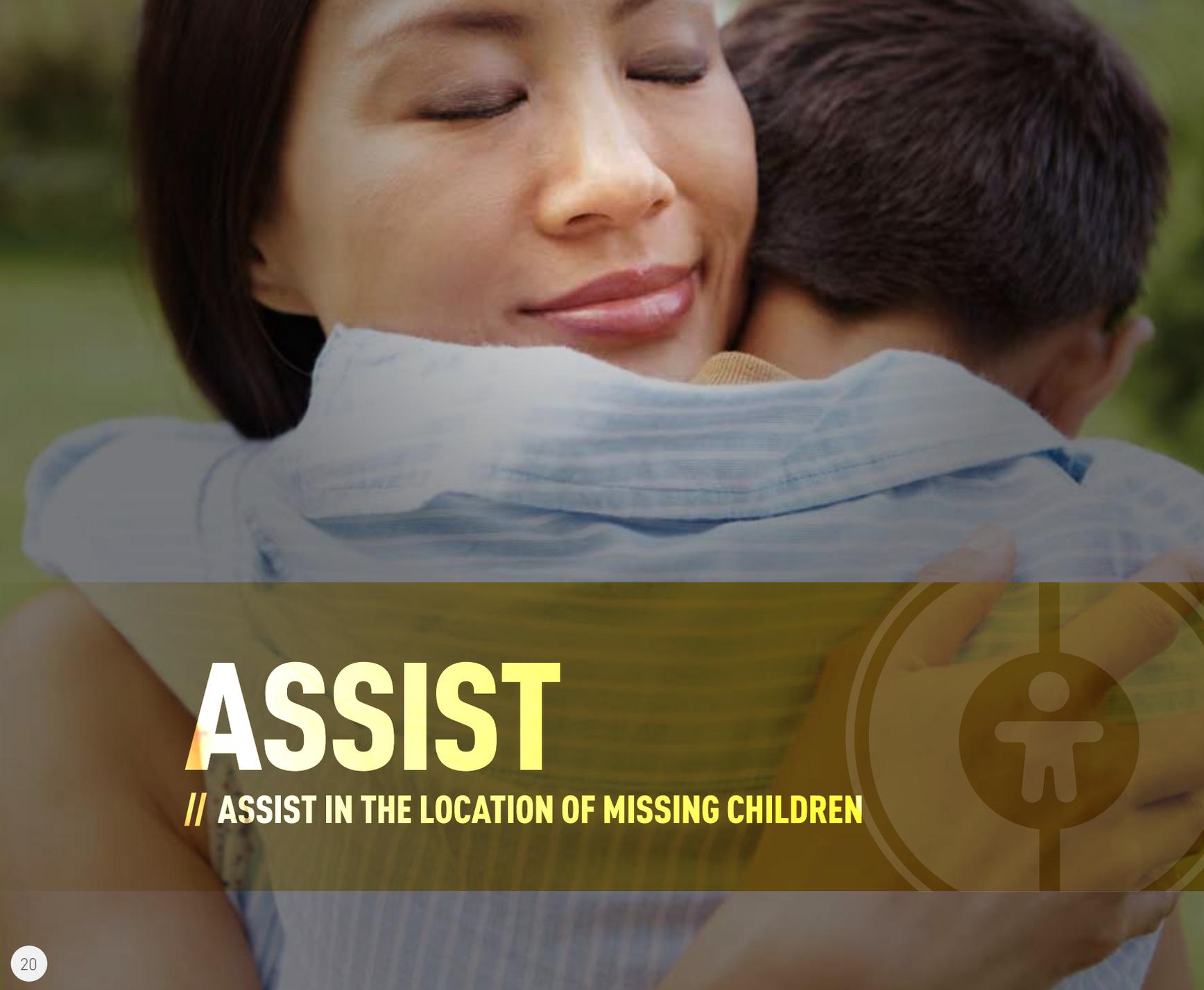
Manitoba Cybertip.ca Campaign (Winter 2014)



In the winter of 2014, the Canadian Centre for Child Protection ran a provincial campaign tied to the mandatory reporting of child pornography in Manitoba, “Turn Outrage into Action”. The goal of the campaign was to encourage adults in the province to report child sexual abuse images to Cybertip.ca.

Social Value

Public awareness campaigns emphasize the public’s important role in reporting online sexual exploitation of children.

A close-up photograph of a woman with dark hair hugging a young boy from behind. The woman has her eyes closed and a gentle smile, conveying a sense of love and protection. The boy's head is resting against her shoulder. The background is a soft, out-of-focus green, suggesting an outdoor setting.

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.

"The Greenley family would like to thank MissingKids.ca for everything they have offered our family in our quest to bring Noreen home. It wasn't until just this past year that we became connected to the organization, and we are so grateful to have the support after all of these years searching for Noreen alone."

– Kathleen Greenley, Family Member



MissingKids.ca assists in the location of missing children. In 2014/15 MissingKids.ca:

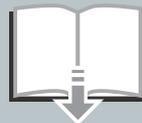


Distributed 59
MissingKidALERTS,
with 56 of those
children located

MissingKids.ca provides educational materials to help prevent children from going missing. In 2014/15:



277,000+ page views
on MissingKids.ca



12,000+ educational
downloads from
MissingKids.ca; a 27% increase*

**indicates comparison to 2013/14 statistics*

MissingKids.ca offers information and is a response centre on missing children. In 2014/15:



328 public inquiries answered, 10% of which came from countries outside of Canada



109 children featured on the MissingKids.ca database which was viewed by the public over 45,000 times

MissingKids.ca coordinates efforts to assist stakeholders in the delivery of missing children services. In 2014/15 MissingKids.ca:



Worked with nearly **400** law enforcement officers locally, nationally and internationally



Was featured on stakeholder's websites, social media posts and within their media releases resulting in members of the public visiting missingkids.ca nearly **6,000** times



Engaged with stakeholders inter-provincially and internationally on cases where children were removed from the province/country where they reside (e.g. 48% of parental abductions involved removal of a child from their country and 14% involved removal of a child from their province)



MissingKidsALERT is a public notification service designed to provide critical information in the search for missing children. Through this service, Canadians (individuals or organizations) can quickly and easily sign up to receive missing child alerts through a variety of electronic platforms. This allows Canadians to serve as the eyes and ears of searching families and police. The more people who view the information, the greater the chance of the child being located in a timely manner.

In 2014/15, 59 alerts were distributed through MissingKidsALERT, totaling over 13,600 email notifications. The link to the missing child poster included within the emails was clicked on by 34% of recipients.

MissingKidsALERT issued about parental abduction:

In August of 2014, MissingKids.ca was contacted by a father in Alberta whose 2 year old twins had been abducted by the children's mother. Police and the father were concerned for the safety of the children while in their mother's care. Working closely with Edmonton Police Service and the father, a MissingKidsALERT notification was sent out in the efforts to locate the mother and children. Within 24 hours of the Alert being sent out, a sighting was received through the MissingKids.ca toll-free line. The information was provided to police and the children were subsequently safely located and returned to the searching father.

MissingKidsALERT issued about runaway youth:

In July of 2014, MissingKids.ca was contacted by a mother in Manitoba whose 15 year old son had runaway. The youth had never run away before and there were significant concerns for his safety. MissingKids.ca completed an online search for the youth and determined that he may have traveled outside the city of Winnipeg. MissingKids.ca staff worked closely with Winnipeg Police Service, RCMP and the mother to create a MissingKidsALERT which was distributed in a small town outside of the city. With the goal of balancing locating the youth and protecting the youth's privacy – the Alert was posted behind the counters of a number of local businesses. Within hours of sending out the Alert, two sightings were received. Information was provided to RCMP who were able to safely locate the youth and return him to the searching mother.

Social Value

Each year, MissingKids.ca ensures that hundreds of families in crisis are supported, have access to key services, and understand what help is available to them.



STUDY: ABDUCTED THEN MURDERED CHILDREN

The Canadian Centre for Child Protection has undertaken an in-depth study of cases involving the abduction and subsequent murder of a child by someone other than the child's parent. The goal of the study is to better understand the demographics of these children and gain insights into the methods of operation and histories of the offenders – all in an effort to help identify additional prevention and intervention strategies in the area of abducted and murdered children.

A total of 155 victims and 93 unique offenders were identified for inclusion in the study. The hope is that information gleaned from this project will provide a deeper understanding of stranger abductions in Canada, help prevent future abductions and help reduce harm to children when they are abducted.

In 2014/2015, we focused our efforts on gathering and verifying information from various public sources about these cases, carefully analyzing the information gathered and consulting with a subset of families directly impacted by such situations. For 2015/2016, our goal is to develop a summary of the results for the public and a case analysis paper for justice system stakeholders, as well as improve prevention and safety materials for parents, children, law enforcement, schools, and communities.

WORKING WITH FIRST NATION COMMUNITIES

Assembly of First Nations

The Canadian Centre continued building its relationship with the Assembly of First Nations by participating in assemblies in Halifax and Winnipeg as well as by hosting members of the Youth Council and the Women's Council. During our presentations, the Youth, Women's and Elder Council representatives stood behind us as a symbol of their support for our work.

Indigenous Advisor Theodore Fontaine

In 1958, the Assiniboia Indian Residential School opened on Academy Road in Winnipeg - now home to the Canadian Centre. Indigenous Advisor Theodore Fontaine was in the first class that attended the school and over the past year, this incredible survivor, author and teacher has become an important advocate for our agency. He is helping the Canadian Centre build relationships with First Nations communities, including other residential school survivors, and sharing the important message that we need to talk about child sexual abuse.



PICTURES TO PROTECT

Every year, Lifetouch works with MissingKids.ca to provide parents with a free up-to-date photo card of their child through the *Pictures to Protect* program.



1 million+
children receive a *Pictures to Protect*
card annually

“We who are survivors of the Assiniboia Indian Residential school spent the greater part of our days within the classrooms building where the Canadian Centre for Child Protection is now housed. We still connect very strongly to the building and the Treaty One land on which it rests. On visiting the Centre, we can take comfort that our former classrooms now shelter the fate of vulnerable Canadian children through the services provided by a dedicated, skilled and caring team.”

- Theodore Fontaine



EDUCATE

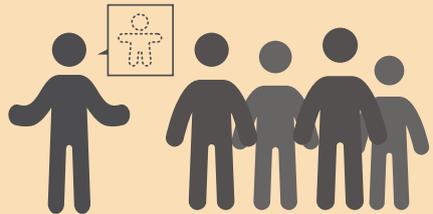
// EDUCATING THE PUBLIC ON CHILD PERSONAL SAFETY
AND WAYS TO REDUCE SEXUAL EXPLOITATION





Kids in the Know (KIK) is an interactive safety education program for increasing the personal safety of children from kindergarten to high school. 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.

We believe that the best way to promote child personal safety is to use a community-based approach that involves children, educators and parents, as well as community agencies. In 2014/15:



13+ training sessions
delivered to students from
Grade 4 to Grade 9, reaching
605 students



1,810
educators
trained



1,400
parents and local
community groups
trained

The purpose of the program is to help educators teach children and youth effective personal safety strategies in an engaging, age-appropriate and interactive way that builds resiliency skills and reduces their likelihood of victimization in the online and offline world. The program is used in thousands of schools across Canada and in 2006 it received the nationally-recognized Curriculum Services of Canada seal of approval. In 2014/15:

1.7 million

Canadian children
aged 5 to 16 received a lesson or
resources tied to Kids in the Know



1,090 individual program books
and **228** kits distributed

*“Thank you for
“normalizing” this
information with me
as a teacher so that
I can help as many
students as possible.”*

- Educator

*“The students really thought the idea of talking
and teaching about boundaries was a great idea.
They began using boundaries in their language
and we often identified things that were
happening that could be crossing boundaries or
creating boundaries in the hallways, outside of
the class and in other situations.”*

- Educator

*“The (Kids in the
Know) program
enhances teachers’
ability to keep
kids safe.”*

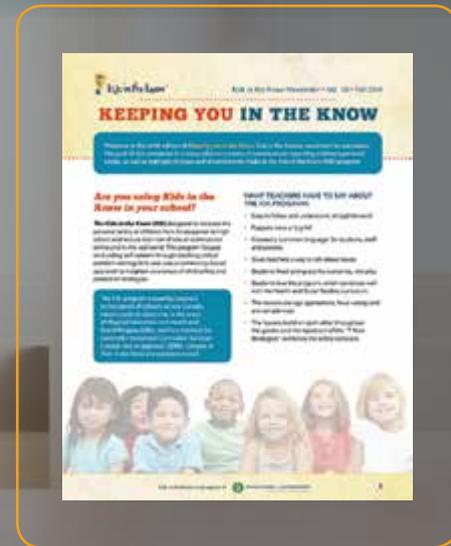
- Educator

NEW KIDS IN THE KNOW WEBSITE

A new Kids in the Know website was launched on June 18, 2014. The site features user-friendly navigation, a more engaging and attractive layout and updated information reflecting the new curriculum.

In 2014/15, the website had over **168,000 page views** and we responded to over **100 public inquiries** submitted through the website contact us form.

Through the website, educators, parents and others can sign up to receive the Kids in the Know Newsletter. This newsletter provides information about the Canadian Centre's latest educational resources and contains important information about current concerns and trends in child personal safety. In 2014/15, 240 people signed up to receive the Kids in the Know Newsletter.





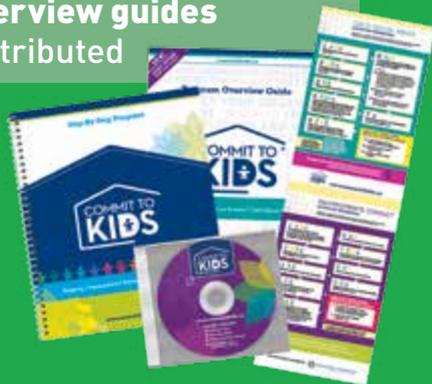
Commit to Kids is a program to help organizations create safe environments for children. It provides strategies, policies and a step-by-step plan to reduce the risk of child sexual abuse from occurring within child-serving organizations.

“Commit to Kids is very important because it gives you the tools to work with so that when you are in an organization that works with kids, you can teach the importance of boundaries ... If you are looking at a situation that doesn’t look right you can say “these are our policies and this is why this in place.” The program gives you peace of mind.”

- Daycare Director

In 2014/15:

160+ kits and 1,200+ overview guides distributed



28 training sessions



delivered with a total of **1,280** people in attendance

46,000+



page views on commit2kids.ca

Commit to Kids – Sport Edition



The Commit to Kids – Sport Edition Kit provides strategies, policies and a step-by-step plan for reducing the risk of child sexual abuse within sport organizations. The kit is designed to inspire all sport organizations to take the necessary steps to provide safe and nurturing environments for the children in their care. The Canadian Centre continued to promote the Commit to Kids Sport Edition Kit during 2014/15:



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



25,000 parent brochures distributed in Manitoba with the support of the Thomas Sill Foundation



300 kits distributed at the Ontario Baseball Association's Annual Coaching Clinic

500 kits distributed at the Blue Jays Annual Coaching Clinic

"I would like to congratulate you on a terrific program to help protect kids. Sports are a wonderful thing to keep kids out of trouble in and out of the home. I know this program will help a lot of kids in the future."

– Community member

INITIATIVES



Brings his Buddies

Billy Brings his Buddies is designed for Grade 1 students and intended to help educators and parents teach children about personal safety with the important lesson of staying with a buddy when going places.

2014/15:



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



44,000+ page views and **8,600+** unique visitors (36% increase*) to billybuddy.ca



2,300+ downloads in English and French of the Billy Teacher Kit and Billy Activity Sheet

**indicates comparison to 2013/14 statistics*



Zoe and Molly is designed to help parents and educators teach young children about online safety with the use of comic books and online games and activities.

2014/15:



Modernized and redesigned the Grade 4 comic book



Distribution of **200,000+** Zoe and Molly Online comics (Grades 3 and 4)



15,000+ unique visitors and over **175,000+** page views of zoeandmolly.ca

Supported by: **Shaw)**

Smartphone Safety

The Canadian Centre's Smartphone Safety initiative helps educate parents about the potential risks of smartphone use and highlights proactive strategies that can be used to help keep youth safe.

2014/15:



Distribution of **150,000+** Smartphone Safety brochures



33,000+ page views to mobility.protectchildren.ca

Supported by: 

Partnering to Reach Parents

Partners play a critical role in raising awareness and sharing our resources with parents.

2014/15:



Old Navy stores distributed **42,000+** child safety kits across Canada during the Old Navy Safety Days event. The kits included resources for children 2 to 6 years of age, as well as information for parents



500,000 info sheets distributed to parents through Lifetouch picture proof packages

Safer Internet Day

Every February, the Canadian Centre joins forces with other organizations around the world to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people. To mark Safer Internet Day 2015, the Canadian Centre engaged government, law enforcement and private sector partners to help raise awareness of our programs and services to help keep youth safe online:

- 25 Canadian law enforcement agencies promoted Safer Internet Day online and included a reference to at least one Canadian Centre program or resource
- 10 Canadian law enforcement agencies issued a press release on Safer Internet Day, all of which included a reference to at least one Canadian Centre Program or resource
- Shaw promoted Safer Internet Day through Twitter and amongst their employees

Our efforts resulted in:



Reaching more than **690,000** unique Twitter users and **56,000** Facebook accounts



An increase in page views to both protectchildren.ca (**17%**) and cybertip.ca (**46%**)*



172% increase in downloads of the resources promoted on this day**

Cybertip.ca
ALERTS!

An increase in sign-ups for Cybertip.ca Alerts

**indicates comparison to week prior*

***indicates comparison to the month prior*



Social Value:

Every year, through law enforcement partners and the school system, we reach over 1 million parents and children with essential information that helps keep kids safe while on the Internet.

As part of Safer Internet Day 2015, we also committed to the distribution of **1 million pieces of educational resources** free of charge to schools and law enforcement agencies. Educational properties included:

What's the Deal
Grade 7/8 activity book

It is a Big Deal
Grade 9/10
activity book

Zoe and Molly Online
comic books

Smartphone Safety
parent brochure

*Keeping Teens Safe from
Online Sexual Exploitation*
parent brochure



15TH ANNUAL MISSING AND EXPLOITED CHILDREN CONFERENCE (MECC)



This year's Missing and Exploited Children Conference centred around the connection between online and offline child sexual abuse offences, highlighted through case studies and sessions by offender experts. More than 250 professionals in policing, social work, education and policy who work with issues related to missing and exploited children joined us for three days of intensive learning.

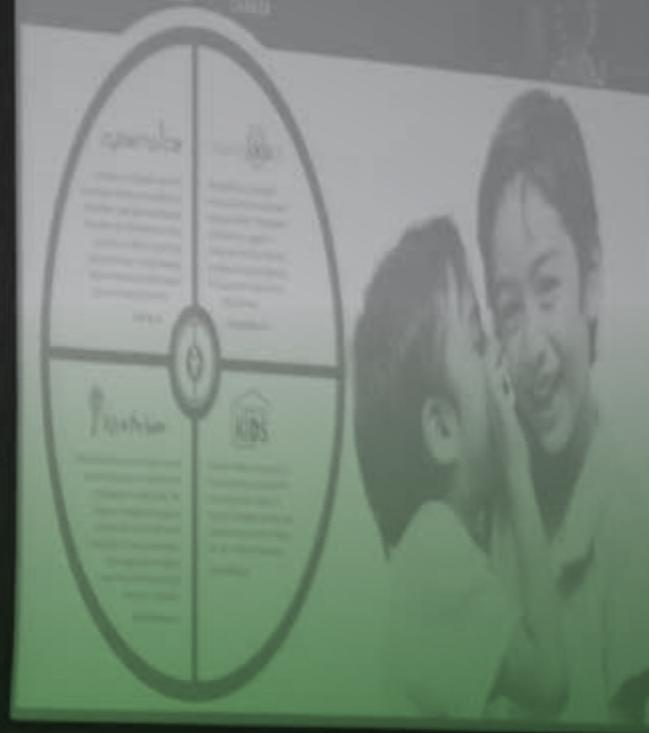
We also had the rare opportunity to learn about the real life impacts from someone who spoke about their experiences not only as a victim of child sexual abuse, but who knows that the abuse was recorded and continues to be traded online to this day.

Over 250 frontline professionals received more than 20 hours of training at MECC, benefiting countless children.

*“Excellent three days!
Informative, well-versed
perspectives – immense
amount of knowledge!”*

*“Very informative
presentations. There were a
number of interventions and
tools that I will definitely
incorporate in my own
practice. I appreciated the
knowledge, humor and
professionalism.”*

*“Great job all around! MECC is
an important event to keep us
all motivated in our work.”*



*“The keynote speaker was
incredible. The sharing
of her story I believe will
help motivate hundreds of
people who heard her speak,
continue to do their jobs to
the best of their ability.”*

protectchildren.ca/mecc

ENGAGING WITH STAKEHOLDERS

Throughout the year, Canadian Centre staff engaged with various stakeholders including law enforcement members, social workers, educators, prosecutors and government officials. We shared information about personal safety and child victimization, as well as our programs and services, through presentations to, and meetings with, these stakeholders.

Protect Children retweeted
RCMP New Brunswick @RCMPNB · Feb 10
#Parents – Help protect your teen online, download resources from @CdnChildProtect saferinternetday.ca #SID2015 #Up2Us

Protect Children retweeted
Shaw Communications @ShawInfo · Feb 10
We're proud to join @CdnChildProtect to help keep kids/teens safe online. This #SID2015 learn what YOU can do! saferinternetday.ca #Up2Us

Protect Children retweeted
Child Exploitation @CES_TPS · Sep 26
@CES_TPS congratulates @CdnChildProtect Cyberlip on its 12th Anniversary & 3rd annual Cyberlip Awareness Day #ctipday2014.

Protect Children retweeted
Victoria Police @vicpcanada · Feb 10
Today is #SaferInternetDay. Check out some fantastic family & school resources from our partners @CdnChildProtect: ht.ly/iPrvI

Protect Children retweeted
Winnipeg Police @wppolice · Sep 26
Thank you @CdnChildProtect for all you do to reduce child victimization. #ctipday2014 #importantProgramsServices: ow.ly/C0mPD

Protect Children retweeted
WRPS STS @wrpsSTS · Nov 27
Interactive activities&resources - #K0dsintheKnow @CdnChildProtect national safety education program: kidsintheknow.ca/app/en/ #30daysofTHINK

Protect Children retweeted
Eva Kovacs @EvaOnGlobal · Oct 31
@CdnChildProtect @globalwinnipeg A wonderful resource to teach kids about the Buddy system billybuddy.ca/app/en/ #SafeHalloween
View conversation

Protect Children retweeted
Saskatoon Police @SaskatoonPolice · Nov 18
Great meeting this AM w/ @CdnChildProtect about the programs, resources they have available. Check them out: bit.ly/1xMNsW5

Protect Children retweeted
Joy Smith @MPJoySmith · Oct 10
Joined @pmharper at @CdnChildProtect to discuss solutions to address #cyberbullying & online child sexual exploitation. For more cyberlip.ca

Protect Children retweeted
Ontario SA/DVNetwork @SADVTC · Mar 6
@CdnChildProtect Noni Classen led a fantastic keynote yesterday focusing on sexual exploitation of children online #SADVTC2015forum

Protect Children retweeted
Rona Ambrose @RonaAmbrose · Dec 15
Today I co-hosted a roundtable on family violence & child abuse w/ @CdnChildProtect Executive Director @LiannaMcDonald bit.ly/1Azix1K



Left to right: Lianna McDonald, Executive Director, Canadian Centre; Honourable Shelly Glover, Minister of Canadian Heritage and Official Languages; Signy Annason, Director of Cybertip.ca, Canadian Centre



Canadian Centre staff with representatives from Edmonton Police Service





ADVOCATE

// ADVOCATING FOR AND INCREASING AWARENESS ABOUT ISSUES
RELATED TO MISSING AND SEXUALLY EXPLOITED CHILDREN





CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

The Canadian Centre provides an objective, non-partisan voice to families victimized by a missing or exploited child. These efforts are realized in the form of presentations regarding legislation changes, press releases, media interviews and social media outreach to inform the public of important safety considerations for Canadian children.

ROUNDTABLES

Idea Luncheon

On May 6, 2014, Mrs. Laureen Harper hosted an Idea Luncheon with marketing experts across Canada to generate ideas for raising youth's awareness of the Canadian Centre for Child Protection's NeedHelpNow.ca initiative. A significant outcome from this event was our introduction to Cossette Canada – a leading marketing and communications agency. Over the past year, we have engaged with Cossette Canada on raising awareness about NeedHelpNow.ca, with a specific focus on messaging supporting youth in crisis by helping guide them in getting content removed from the Internet.



Left to right: Honourable Rona Ambrose, Minister of Health; Julie Vaux; Lianna McDonald, Executive Director, Canadian Centre; Sabrina Geremia, Managing Director, Google Canada; Mrs. Laureen Harper; Christy Dzikowicz, Director of Missing Children's Services, Canadian Centre; Bonnie Brooks, Vice Chairman, Hudson's Bay Company; Signy Arnason, Director of Cybertip.ca, Canadian Centre; Shane Carter, President, Sony Music Entertainment Canada; Jeanne Beker, Television Personality

Digital Agenda to Protect Canada's Youngest and Most Vulnerable Children

On October 10, 2014, the Canadian Centre hosted a roundtable discussion with the Right Honourable Prime Minister Stephen Harper, law enforcement officials, industry and fellow advocates. The roundtable event discussed issues raised in the *Digital Agenda to Protect Canada's Youngest and Most Vulnerable Children*.

Canadian children will be better protected through the execution of an ambitious, multi-year plan aiming to:

- Reduce the availability of child sexual abuse material to Canadians
- Identify more victims and improve support services in Canada
- Increase reporting by Canadians
- Focus Canada's efforts on prevention and education
- Stop offenders — enhance resources and training in Canada
- Enhance efforts in research and development in Canada

Prime Minister Harper tweeted about the roundtable. His post was **retweeted 69 times**, reaching more than **550,000 Twitter accounts**.



Responding to Family Violence and Child Sexual Abuse

On December 15th, 2014, the Canadian Centre co-hosted a roundtable discussion with the Honourable Rona Ambrose, Minister of Health, and leading health professionals about solutions for responding to family violence and child sexual abuse.



Changes to Statutory Release Rules for Repeat Offenders of Violent Crimes

On February 12th, 2015, the Canadian Centre participated in a roundtable event in Victoriaville, QC, where the Right Honourable Prime Minister Stephen Harper announced changes to statutory release rules for repeat offenders of violent crimes. The Canadian Centre's intervention included:

- Highlighting that sex crimes against children are still on the rise despite the fact that crime levels are declining across Canada for most types of crimes;
- Raising concerns regarding need to balance privacy rights with the important need to take action against those who offend against children online;
- Discussing the need to reduce the availability of child abuse images online and identify more victims; and
- Talking about the upcoming release of our study on Abducted then Murdered Children.



SUPPORTING INITIATIVES AND LEGISLATION FOR VICTIMS OF EXPLOITATION

Presentation to the Senate Committee on Human Rights

In April 2014, the Canadian Centre spoke to the Senate Committee on Human Rights regarding issues that arise when applying the *Hague Convention on the Civil Aspects of Child Abduction* to cases where a parent abducts a child to a location outside of Canada.

Support of Bill C-13, *Protecting Canadians from Online Crime Act*

On May 29, 2014, the Canadian Centre addressed the Parliamentary Committee on Justice and Human Rights and on November 13, 2014, we presented before the Senate Standing Committee on Legal and Constitutional Affairs with respect to Bill C-13, *Protecting Canadians from Online Crime Act*. Bill C-13 would amend the *Criminal Code* to make the non-consensual distribution of intimate images a crime, modernize existing offences to account for the use of technology and amend the *Criminal Code* to enhance the ability of police to investigate online crime. Bill C-13 passed and received royal assent on December 9, 2014.

Presentation to the Parliamentary Standing Committee on Justice and Human Rights on Bill C-32, *Victims Bill of Rights Act*

On November 6, 2014, the Canadian Centre addressed the Parliamentary Standing Committee of Justice and Human Rights regarding Bill C-32, *Victims Bill of Rights Act*. The legislation proposed to create a federal bill of rights for victims and to amend the *Criminal Code* and other Acts to support the principles within the Bill of Rights. Bill C-32 passed and received royal assent on April 23, 2015.

The Canadian Centre and Beyond Borders intervene in a case before the Supreme Court of Canada

The Canadian Centre joined forces with Beyond Borders to intervene in a case before the Supreme Court of Canada. This was the first time the Canadian Centre had ever participated in such an application. The case involved interpretation and application of the “private use exception,” which is a limited exception created by the Supreme Court in 2001 for making and possession of child pornography. A written factum was filed in December 2014 and an oral presentation was delivered on January 16, 2015. On May 22, 2015, the Supreme Court agreed with the Crown that the trial judge had made a legal error in the way in which he applied the defence to the facts of the case and it referred the matter back for a new trial.

Presentation to House of Commons on Bill C-26, *Tougher Penalties for Child Predators Act*

On February 4, 2015, the Canadian Centre provided information to the House of Commons Standing Committee on Justice and Human Rights to represent our views on Bill C-26, *Tougher Penalties for Child Predators Act*. If passed, Bill C-26 will amend the *Criminal Code* to increase minimum and maximum penalties in relation to a number of sexual offences against children, as well as adjust the sentencing provisions to direct that courts impose consecutive sentences when an offender is sentenced at the same time for more than one victim or when sentenced for charges that include child pornography in addition to a sexual offence. Bill C-26 also introduces new reporting requirements for sex offenders travelling outside of Canada and includes provisions to create a publicly accessible registry of high risk sex offenders.

2014/15 CANADIAN CENTRE MEDIA HIGHLIGHTS:



188 media requests



134 interviews executed, an **18%** increase*



16 press releases issued



655+ articles mentioned the Canadian Centre or one of our programs



19% increase in Facebook® likes*



59% increase in Twitter® followers*

*Compared to 2013/14 statistics



PARTNERS

// IN THE PROTECTION OF CHILDREN



It is through the support of our partners that we are able to seize unforeseen opportunities and continue innovating to better serve Canadian families. 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 the protection of Canadian children.

The Bell logo, featuring the word "Bell" in a bold, blue, sans-serif font.The TELUS logo, featuring a stylized green and blue "e" symbol followed by the word "TELUS" in a bold, blue, sans-serif font with a registered trademark symbol.The Shaw logo, featuring the word "Shaw" in a bold, blue, sans-serif font followed by a closing parenthesis symbol.)The Honeywell logo, featuring the word "Honeywell" in a bold, red, sans-serif font.

OTHER MAJOR CONTRIBUTORS

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



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.



Government
of Canada

Gouvernement
du Canada

We are very appreciative of our partnerships with provincial governments and law enforcement. In 2014/2015 the Canadian Centre strengthened its partnership with the Province of Manitoba on cyberbullying issues.



Partnership with the Government of New Brunswick

In 2014/15, the Canadian Centre and the Government of New Brunswick worked together to deliver our new cyberbullying modules to schools. New Brunswick became the first province in Canada to adopt the resources in all of its schools.



Government of Yukon Partnership Provides Internet Safety Information to Youth

In 2014/15, the Canadian Centre and the Government of Yukon delivered training and information to principals, educators and parents on Internet safety and the new cyberbullying resources. The new cyberbullying modules were also distributed to all schools in the Yukon Territory.



Law Enforcement Initiatives

Our ongoing efforts with police agencies across Canada resulted in:



115,000+ pieces of online safety education material distributed to law enforcement across Canada



Thousands of schools receiving our resources through law enforcement liaison officers



The launch of **new Internet safety presentations** developed specifically for school liaison officers to deliver to children and youth

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 the Canadian Centre for Child Protection.

A young boy with a thoughtful expression is shown in profile, looking upwards and to the right. He is holding a light blue piggy bank with a coin slot. The background is a soft, out-of-focus white wall. A dark teal horizontal band is overlaid across the bottom half of the image, containing the main title and subtitle.

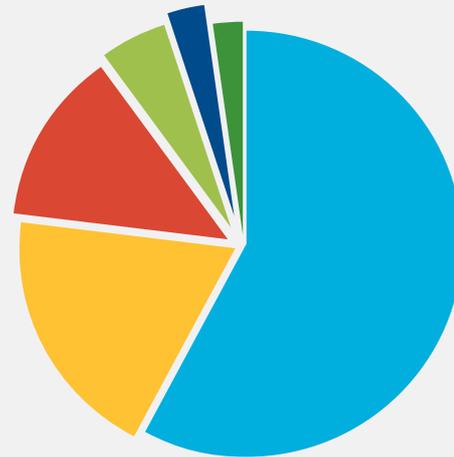
FINANCIAL STATEMENTS

// MAKING EVERY DOLLAR COUNT



of **every dollar** spent in 2014/2015 went towards the delivery of programs and services **to protect children**

- Case Analysis and Exploited Child Case Management 58%
- Public Education and Awareness 19%
- Missing Child Case Management 13%
- Administration 5%
- Community Outreach to Child Serving Organizations 3%
- Training 2%



This financial information is extracted from the 2015 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.

	12 Months Ending March 31, 2015	12 Months Ending March 31, 2014
ASSETS		
Current Assets	1,183,960	1,123,256
Capital Assets	2,646	10,979
	1,186,606	1,134,235
LIABILITIES		
Current Liabilities	54,735	98,217
Deferred Contributions	435,144	373,759
Deferred Capital Contributions	2,646	10,979
	492,525	482,955
NET ASSETS		
	694,081	651,280
	1,186,606	1,134,235
REVENUE		
Contributions	2,270,300	2,140,300
Sponsorships	1,134,096	1,108,890
Products & Services	269,112	328,675
Donations	243,725	181,606
Grants	194,563	183,966
Other Income	8,435	6,072
	4,120,231	3,949,509
EXPENSES		
Programs	3,815,391	3,754,444
Administration	253,706	173,713
Amortization	8,333	11,850
	4,077,430	3,940,007
EXCESS OF REVENUE OVER EXPENDITURES		
	42,801	9,502

Special Thank You 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.

Donations \$500+

- Adobe
- Anonymous
- Aon Insurance Brokers
- Aspen Properties
- Bell
- Brian and Susan Thomas Foundation
- Canada Border Services
- Canadian Wireless Telecommunications Association
- Canquest Communications (Wireless) Inc.
- Chartered Professional Accountants of Ontario
- CIBC
- City of Winnipeg
- Cossette
- Cupe 4642
- Disney
- Dortec Industries
- David Druker
- Forensic Psychologic Services
- Fort Garry Hotel
- GAP / Old Navy
- Google
- Government of Canada
- Government of Manitoba
- Government of New Brunswick
- Government of Yukon
- Halton Police (ICE Golf Tournament)
- Honeywell
- Horizon Employees' Charity Fund
- Rathore Jawad
- Kalseha Commodities
- Leech Printing
- Lifetouch Canada Inc.
- Macs
- Manitoba All Charities
- Manitoba Community Services Council
- Marks Supply
- Modern Niagara Toronto Inc.
- MTS Allstream Inc.
- Ontario Power Generation
- Employee Trust
- Gary Paike
- Patheon Inc.
- Pattison Outdoor Advertising
- Prairie Action Foundation
- Rogers Communications
- Jad Saliba
- SaskTel
- Shaw Communications Inc.
- Muzaffar Siddiqui
- Si Senora Cleaning
- Starbuck All Charities
- TELUS
- The Leonard & Gabryela Osin Foundation
- The Thomas Sill Foundation Inc.
- TJ Rice Family Foundation
- Transcore
- Wawanesa
- Western Glove works
- Winnipeg Foundation

OUR RESULTS

// AS OF MARCH 31, 2015:



144,000+

Cybertip.ca Reports



442+
arrests

executed by law enforcement in connection with a Cybertip.ca report



472+

children removed from abusive environments in connection with a Cybertip.ca report

Educational page views:

18,900,000+



Billboard Campaigns issued across Canada:

20+



38% OF CHILDREN

between the ages of 5 and 16 reached annually with one or more of our Kids in the Know safety lessons

60,000
classrooms

using
Kids in the Know



Number of provinces and territories that have distributed our new

Kids in the Know cyberbullying modules

to all their students



THOUSANDS OF
CHILDREN SAFELY LOCATED
IN CONNECTION WITH
MISSINGKIDS.CA

6000+



families of missing children

have received support, prevention strategies and information from MissingKids.ca

1,500+
media requests

participated in
1,000+
interviews *



20,000+ professionals trained

on child sexual abuse as well as missing and exploited children issues through the Commit to Kids program

30,000+
parents, sport leaders
and organizations reached

with our Commit to Kids
Sport Edition resources



17,000+

child-serving organizations
have received the Commit to Kids program

**media interaction since 2005*

