



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

SOCIAL VALUE

report

2015-2016

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Robert Cribb, "Anatomy of an Abduction", Toronto Star (23 January 2016).

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CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

Who We Are

The Canadian Centre for Child Protection (Canadian Centre) is a national charity dedicated to the personal safety and protection of children. Our goal is to reduce the sexual abuse and exploitation of children, to assist in the location of missing children and to prevent child victimization.

The Canadian Centre operates Cybertip.ca — Canada's national tipline for reporting child sexual abuse and exploitation on the Internet, as well as other prevention and intervention services to the Canadian public.

Our Mission

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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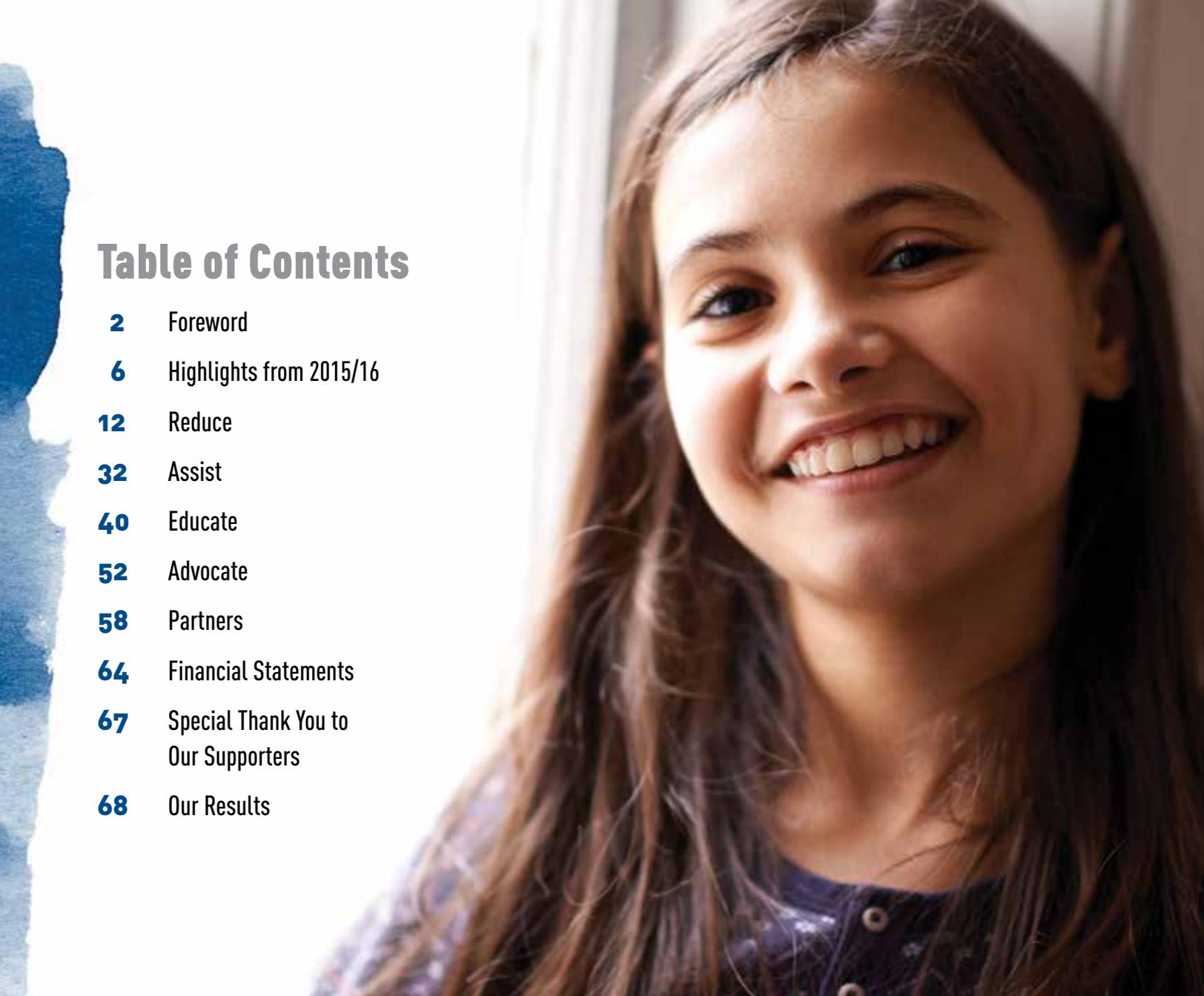


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Our Supporters
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A close-up, profile view of a young child with short, dark hair, looking downwards. The child is wearing a light-colored, patterned shirt. In the background, a blurred figure of an adult wearing a red shirt and denim overalls is visible, suggesting an outdoor setting with sunlight filtering through trees.

FOREWORD



In 2015-16, the Canadian Centre for Child Protection kicked off the year with a celebration of our 30th year in operation. We recognized our roots by honouring Candace Derksen's memory and we looked toward the future at addressing the new challenges that lay ahead in keeping children safe from exploitation both online and offline.

We have spent much of 2015/16 implementing signature initiatives that form the foundation of our *Digital Agenda for Protecting Canada's Youngest and Most Vulnerable Children*. The *Digital Agenda* specifically focuses on child sexual abuse images and material that pertain to children under 12 years of age. Its key pillars are:

- **Reducing the availability** of child sexual abuse material to Canadians
- **Identifying more victims** of child sexual abuse material and improving support systems
- **Increasing reporting** of child sexual abuse material by Canadians
- **Providing prevention** and education programming to Canadians
- **Stopping offenders** by enhancing resources and training
- **Enhancing research** and development efforts

Our innovative technical team continues to build and refine our arsenal in the battle to reduce the availability of child sexual abuse images on the Internet. Over the past year, we have been developing game-changing automated tools to help us detect images of previously identified child sexual abuse content. These tools will enable us to make the connection between image and victim, expedite the removal of content circulating online, and bring psychological relief to those who are often burdened with the very real fear of not knowing the extent of the circulation of their child sexual abuse images and videos.

We have also taken bold strides in the effort to identify and better support victims. In January 2016, the Canadian Centre launched a first-of-its-kind comprehensive survey

of survivors of child pornography that will enable our agency to lead the world in identifying and responding to the unique needs of victims of this horrendous crime. A key part of this initiative is our collaboration with the brightest minds from around the world working on this issue. The combination of the cutting edge research we are conducting and the ability to tap into a working group of international experts will enable us to have the greatest impact on improving victim supports in the most trauma-informed manner possible.

We also provide unique advocacy support to families that have been victimized by child exploitation. Throughout 2015/16 we worked with Zachary Miller and his family to lift the publication ban which essentially prevented him from sharing the story of his abduction and sexual abuse when he was 10 years of age. In January 2016, the publication ban was lifted and Zachary was able to

share his story with the world through a Global television documentary and a feature story in the Toronto Star. We are immensely proud of his courage and we are honoured to play a part in his journey of healing.

Throughout the year, we raised awareness amongst Canadians about the work of our agency and the importance of reporting child sexual abuse images to Cybertip.ca. In addition to our traditional public awareness campaigns to emphasize the importance of reporting, we issue Cybertip.ca Alerts to inform the public of concerning technology trends. In April 2015, we worked with the Toronto Star to provide the public an exclusive glimpse of the work of Cybertip.ca. This increased awareness adds up to an increasing number of reports coming in to the tipline every year. As of the end of 2015/16, the tipline has received 182,000 reports and has contributed to the arrest of 511 individuals and the rescue of 488 children from abusive environments.

In March 2016, we launched the pilot of the Commit to Kids Child Sexual Abuse Prevention online training program. This online training tool allows us to reach more Canadians working on the front-line of child-serving organizations than ever before with prevention and educational information in a consumable and easy-to-use format. The pilot was supported by the Ontario Provincial Police and shared with other law enforcement throughout the province. Results of the pilot have shown that after taking the training, participants are armed with the information they need to prevent child sexual abuse and better identify misconduct that may be a precursor to offending behaviour.



Lianna McDonald

EXECUTIVE DIRECTOR
Canadian Centre for Child Protection

The innovations that we have introduced over the past year are laying the groundwork that will enable our agency to make a global impact in the protection of children. This increased profile will allow us to grow our network of stakeholders as well as enhance our knowledge and capacity that will in turn ultimately come full circle to benefit Canadian children and families.

We are proud of our amazing team that works tirelessly every day with grit, determination and heart. Canada's families are facing increasing challenges and we are more motivated than ever to protect our children.



Kathie King

CHAIR
Board of Directors



**HIGHLIGHTS
FROM 2015/16**

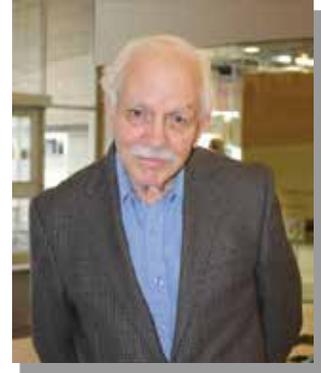
■ Marking 30 Years of Protecting Children

The Canadian Centre celebrated its 30th anniversary in April 2015. To commemorate this occasion, the Canadian Centre unveiled a plaque honouring Candace Derksen's memory, shared memories on social media and hosted a gala dinner to reflect on all that we have accomplished and to recognize those who have assisted over the last three decades in our mission to protect Canada's children.



 **Protect Children** @CanChildProtect · 12 Apr 2015
#ChildFindMB launched Apr 12 1985.
Today we proudly celebrate #30yearsC3P
as an org that protects children &
supports families coast-coast





Presenting the first print of "Life in the Fast Lane" to the Prime Minister and Mrs. Harper for their unyielding commitment towards the protection of Canada's children.

PRESENTING TO THE PRIME MINISTER AND MRS. HARPER

Several months before the Anniversary Celebration, we approached renowned Canadian artist Armand Paquette, who is 85 years old and lives in a small town in Manitoba. We met with him and expressed our love for his art and talked about the unique work of our agency. Though he had not painted for the last 15 years, Mr. Paquette graciously agreed to create a special commissioned piece titled "Life in the Fast Lane".

Working With the Government of Manitoba to Help Intimate Image Victims

On January 18, 2016, the Canadian Centre hosted a press conference with the Government of Manitoba where then Minister of Justice and Attorney General Gord Mackintosh announced *The Intimate Image Protection Act*. This Act helps Manitobans respond to intimate images that are distributed without their consent. The province also designated Cybertip.ca as the authorized agency to provide Manitobans with assistance and/or support as set out in the Act and announced a \$175,000 investment into the Canadian Centre.



Survivors' Survey

IDENTIFYING AND RESPONDING TO THE UNIQUE
NEEDS OF VICTIMS OF CHILD SEXUAL ABUSE
IMAGERY

Returning Participants

If you have already started the survey, please enter your key here, then click
"Continue":

Key

Taking a Global Lead to Better Identify and Respond to the Needs of Victims of Child Sexual Abuse Imagery

In January 2016, the Canadian Centre launched its innovative Survivors' Survey to identify and respond to the unique needs of victims of child sexual abuse imagery. A working group of international experts collaborated on its creation and design. The information from the survey will enable the working group to make recommendations that will help support victims of child sexual abuse whose abuse was recorded and may have been distributed online.

Calling for Change to Address Risks Posed by Child Sex Offenders

In January 2016, the Canadian Centre released a media statement calling for change in the justice system to address the risks posed by prolific and fixated child sex offenders. This statement followed print and televised media about Zachary Miller who was ten years old when he was abducted and held captive by repeat sex-offender Peter Whitmore.

Utilizing Unique Data to Better Protect Children From Sexual Abuse

On January 28, 2016, the Canadian Centre released its study, *Child Sexual Abuse Images on the Internet: A Cybertip.ca Analysis*. The report highlighted key findings from the analysis of more than 40,000 unique child sexual abuse images and videos over 8 years, and it made important recommendations for protecting and supporting victims, prosecuting offenders and reducing the availability of these images on the Internet.





REDUCE

Reducing the incidence of sexually exploited children



The Canadian Centre operates Cybertip.ca, Canada's national tipline for reporting the online sexual abuse and exploitation of children. The tipline has been in operation since September 2002 and was adopted under the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* in May 2004.

As Canada's national tipline, Cybertip.ca's mandate is to protect children from online sexual exploitation by:

- **Receiving and processing tips** 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; and
- **Providing 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.

2015/16 CYBERTIP.CA SUMMARY:



(5% increase in comparison with 2014/15)



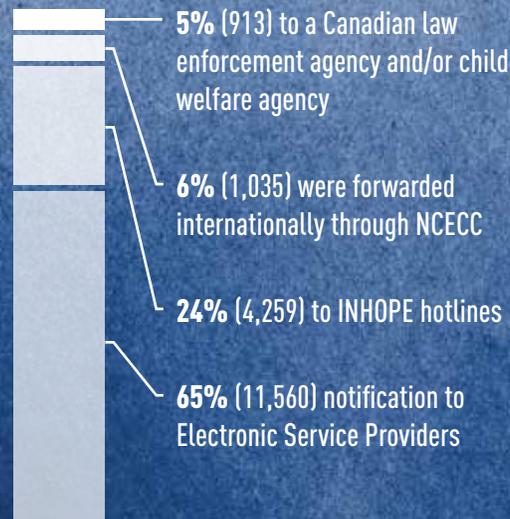
DIRECT EDUCATIONAL
REQUESTS RECEIVED



2.2 MILLION+
PIECES OF EDUCATIONAL
MATERIAL DISTRIBUTED



46% OF REPORTS TRIAGED: FORWARDED TO LAW ENFORCEMENT, CHILD WELFARE AND/OR INHOPE:





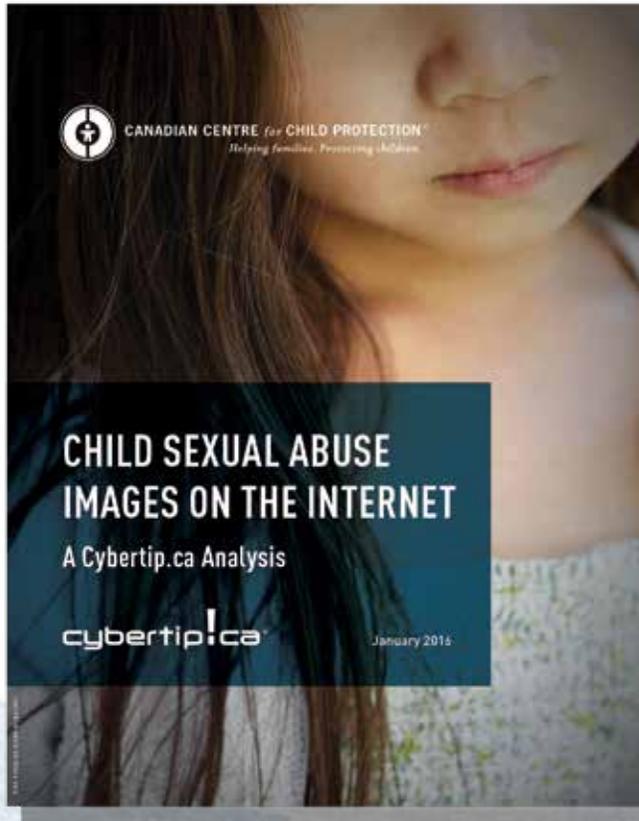
■ Children Protected and Offenders Arrested.

In 2015/16, Cybertip.ca was notified of **66** arrests related to Cybertip.ca reports and **16** children removed from abusive environments.

Cybertip.ca received a report about an adult male who was communicating with a child under 18 years of age in the United States over a period of 15 months. According to information supplied in the report, the adult and the youth exchanged nude/sexual images/videos of themselves with each other and the adult male reportedly travelled to the United States to engage in sexual acts with the youth. The report was processed by Cybertip.ca and forwarded to the Southern Alberta ICE Team and the NCECC. A male was arrested and charged with offences including Possession of Child Pornography, Accessing Child Pornography, Making Child Pornography, Luring, and Making Sexually Explicit Material Available to a Child.

Cybertip.ca received a report about an online advertisement posted by someone who appeared to be seeking out parents interested in committing incest. A Cybertip.ca analyst completed supplemental searches and forwarded the information to the police service of jurisdiction. An undercover officer contacted the individual and engaged in several online communications during which the suspect directed the undercover officer to sexually molest her prepubescent child. The suspect was identified as an adult male in his 30s. Police executed a search warrant of his residence, where he was arrested. Police charged the suspect with two counts of Agreement or Arrangement — Sexual Offence Against Child.

Cybertip.ca received a report about an individual who was communicating with a child under the age of 16 for what appeared to be the purpose of facilitating the commission of a sexual offence. The reported information indicated that the individual and the youth had been communicating through a popular messaging service and a dating website. The report was processed by Cybertip.ca and forwarded to the RCMP E Division — ICE and the Abbotsford Police Department. The police investigation resulted in a male individual being arrested and charged with Luring.



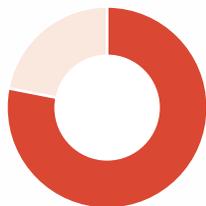
Bringing Awareness on the Seriousness of Online Child Sexual Abuse Images

CHILD SEXUAL ABUSE IMAGES ON THE INTERNET: A CYBERTIP.CA ANALYSIS

In January 2016, the Canadian Centre released the study *Child Sexual Abuse Images on the Internet: A Cybertip.ca Analysis*. The study highlights the seriousness of online child sexual abuse imagery and the need for more to be done to identify these victims, stop offenders and reduce the availability of content.

The information presented in this study raises significant concerns surrounding offenders' sexual interest in very young children and the imperative role child protection agencies have in understanding the function of child sexual abuse images in offending behaviour, and the risks posed to children by those who access, possess, share or create such images.

The analysis provides an overview of the information received through reports to the tipline from 2008 to 2015, with a particular focus on child sexual abuse images. Based on a review of close to **152,000 reports** and **43,762 unique images**, findings from the report include:



78.3% of children in the images and videos were estimated to be **younger than 12 years old**



80.4% of children appeared to be **girls**



50.0% of images and videos **depicted sexual assaults against children**, and the younger the children, the more intrusive the abuse



63.4% of those younger than 12 were estimated to be **under 8 years of age**



68.7% of the images and videos appeared to be taken in a **home setting**



Curbing the Availability of Child Sexual Abuse Material on the Internet

During the past 14 years, the Canadian Centre has witnessed the growing proliferation of child sexual abuse material on the Internet. In 2015/16, averaging approximately **3,200 reports per month**, child sexual abuse imagery continues to be the most significant form of child exploitation reported to Cybertip.ca.

Recognizing that more needs to be done to reduce the availability of child sexual abuse material, the Canadian Centre has leveraged technology to disrupt the growing problem of sexual abuse material online through the following initiatives:

CLEANFEED CANADA

Cleanfeed Canada is an undertaking of the Canadian Coalition Against Internet Child Exploitation (CCAICE).^{*} It is an initiative that aims to reduce Canadian's exposure to child abuse images and create a disincentive for those who access and distribute such images by blocking customer access to non-Canadian websites that are hosting child pornography.

28,984 total unique URLs added to the Cleanfeed list since inception (2,985 in 2015/2016)

431 unique URLs were included on the Cleanfeed list, on average, each day in 2015/2016^{**}

^{*} For more information on CCAICE, see page 19 of this report.

^{**} as of March 31, 2016

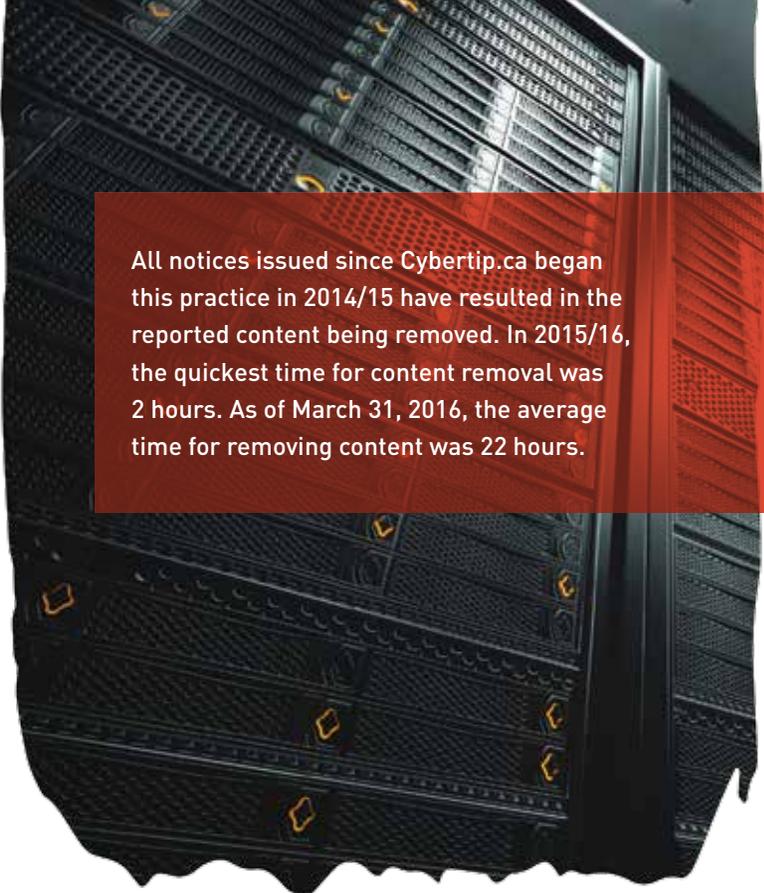
NOTIFICATIONS TO ELECTRONIC SERVICE PROVIDERS

Cybertip.ca sends notices directly to hosting providers when information reported to the tipline involves child pornography on their service. By issuing notices, providers are able to quickly remove the content from their network — a practice which can save valuable law enforcement resources. **Cybertip.ca issued 11,754 notices to providers in 2015/16 — a 34% increase over the previous year.**

WORKING WITH INDUSTRY

In January 2015, Cybertip.ca began participation in a platform that provides hashes for child sexual abuse material to service providers. Providers who receive the hashes through this platform can utilize the data to scan their own networks for child sexual abuse material. A total of 24,000+ hashes were shared within the platform in 2015/16.

To better address critical issues affecting the protection of children across industry sectors, Cybertip.ca chairs the Canadian Coalition Against Internet Child Exploitation (CCAICE). This coalition brings together a voluntary multi-sector group of industry, government, non-governmental and law enforcement stakeholders. In 2015/16 CCAICE meetings focused on devising and implementing an effective strategy to address the problem of online child sexual exploitation.



All notices issued since Cybertip.ca began this practice in 2014/15 have resulted in the reported content being removed. In 2015/16, the quickest time for content removal was 2 hours. As of March 31, 2016, the average time for removing content was 22 hours.

INNOVATION

In 2015/16, Cybertip.ca started working on a project to reduce the availability of child sexual abuse images on the Internet. For victims of child pornography, we recognize that far more needs to be done to curb the availability of this content through technological solutions and better support victims of this unique crime.

Informing the Public of Harmful Emerging Trends

CYBERTIP.CA ALERTS

Cybertip.ca Alerts are notifications sent out to inform the public of concerning technology trends and new resources designed to increase children's personal safety. In 2015/16, Cybertip.ca issued two alerts, one concerning the online sextortion of youth and a second concerning questionable job offers.

Through these Cybertip.ca Alerts and social media posts, we reached Canadians with important safety information:

4,791 accounts reached on Facebook
with 42 post shares

13,345 accounts reached on Twitter
with 10 retweets

21 media requests



YOUTH AND SEXTORTION

Sextortion involves individuals who coerce youth into sending sexual images or engaging in sexual acts via webcam and then blackmail them with the threat of distributing the sexual images/videos if they do not pay or provide further sexual images/videos. In 2015/16, Cybertip.ca saw an 88% increase in reports regarding sextortion in comparison to the previous year.

How to Talk to Youth about Sextortion
Information for Parents and Educators

Sexortion involves individuals who coerce youth into sending sexual images or engaging in sexual acts via webcam and then blackmail them with the threat of distributing the sexual images/videos if they do not pay money or provide more sexual images/videos. The use of free streaming services has increased the vulnerability of youth to this type of exploitation. Though live streaming services provide an instant witness, their knowledge and their familiarity with the threat of distributing the recorded content.

Why Youth are Vulnerable
Youth are social for social interaction and bonding with others. They need to accept praise and knowing strongly drives their decisions. Making someone appreciate, sexual activity and sexual assault. These behaviors of adolescents increase the vulnerability of youth towards sexual exploitation.

Risks to Youth
Online conversations that may initially appear as friendly, however can easily progress to sexual conversations. Unintentionally youth may feel obliged and followed by these conversations and continue to engage thinking it's harmless. In other instances, the young person may really believe that they are in a relationship with the person they are communicating with online. Live chat, videos or webcams are commonly leveraged for the purpose of receiving non-consensual pictures, but can progress to sending nude or partially nude pictures, and possibly sexually explicit content. This content may later be used to blackmail or extort the youth.

What You Can Do
Have conversations with youth about the risks associated with using technology to experiment sexually and the potential risk of blackmail/harassment. Conversations with youth are necessary as:

- Youth will often comply with demands because they are difficult to try to manage the situation with their peers.
- Adolescents can experience anxiety and youth may feel embarrassed to see their friends.
- It is often very difficult for youth to seek adult assistance as they are embarrassed and worried that the adult investigator will be distributed to people they know.
- Youth require supportive responses from adults to help them manage sexual situations they encounter online.
- Youth have practical steps for how to get out of harmful situations and to understand that they can come to adults for help.
- Adults have an obligation to be responsive and supportive when youth make mistakes.

Sign-up to receive Cybertip.ca Alerts
Cybertip.ca Alerts are real-time alerts that deliver the public of concerning technology trends and new resources designed to increase children's personal safety. An Alerts is designed to help you keep the latest sexual exploitation or abuse on the information reported on Cybertip.ca available so to identify the online risks child on, and youth are facing. Recognizing that it can be difficult to keep up with technology, signing up for these alerts provides you with important information to keep your family safe while using the various popular platforms on the internet. Visit www.cybertip.ca/alerts

Cybertip.ca ALERTS

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Sample Report: Sextortion Case Triggers Investigation

Cybertip.ca received a report from a youth under 16 years of age who reported an incident involving an adult she had met through a social networking app. The adult requested a nude image from the youth on several occasions and eventually coerced the youth into complying with the request. Once in receipt of the initial image, the adult subsequently threatened to share the image with the youth's friends if she did not comply with his demands for additional sexual images and videos. Each time the youth complied, the adult continued to request further sexual images and videos. The youth also reported that at least one of the images was shared with her peer group. The report was forwarded to law enforcement who immediately began an investigation into the incident.

Increasing Support for Victims

NON-CONSENSUAL DISTRIBUTION OF INTIMATE IMAGES

In March 2015, the *Criminal Code* was amended to make the non-consensual distribution of intimate images a crime. In 2015/16, the tipline received over **350** reports under this reporting category. Nearly 40% of these reports involved a child between the ages of 15 and 17.

Sample Report: Family Supported in Intimate Image Case

Cybertip.ca received a report from the parent of a 17-year-old youth who described that an intimate image of the youth had been posted online by her ex-boyfriend, and the youth was looking to have the image removed. The parent was provided with steps on how to make a request to have content removed from the website where it was posted as well as ways to support her child throughout the incident. Additionally, information regarding the incident was forwarded to the law enforcement agency of jurisdiction, who subsequently confirmed the removal of the image from the reported website.

MANITOBA'S INTIMATE IMAGE PROTECTION ACT

In January 2016, the Government of Manitoba announced *The Intimate Image Protection Act*, an act designed to help Manitobans respond to intimate images that are distributed without their consent. The Canadian Centre, through Cybertip.ca, was designated by the province as the authorized agency to provide Manitobans with assistance and/or support as set out in the Act.

UNDERSTANDING THE UNIQUE NEEDS OF VICTIMS OF CHILD SEXUAL ABUSE IMAGERY: SURVIVORS' SURVEY

We are now starting to see the first generation of victims of child sexual abuse imagery — whose abuse has been traded online — reach adulthood. Information from these individuals offers a lens into the unique challenges faced by victims of this crime. To better understand this aspect, the Canadian Centre is surveying (now adult) victims whose abuse has been distributed online. The goal of the survey is to learn about the impacts experienced by this population. It is expected that a series of recommendations will be released in 2016/17 with regard to improved intervention and responses to victims of child sexual abuse imagery.



“As a victim of this most horrific form of child sexual exploitation, I have felt alone, misunderstood and helpless. It is time for the world to understand child pornography and the unimaginable impacts it has on us, the victims. We need to find our voice to help those who wish to better understand and help us.”

— Victim of child sexual abuse imagery

Raising Public Awareness

YOUTH ARE NOT FOR SALE CAMPAIGN

In June 2015 the Canadian Centre, with funding from the Canadian Women's Foundation, launched the public awareness campaign "Youth Are Not for Sale." The campaign encouraged Canadians to report incidences of child trafficking and online child prostitution to Cybertip.ca.



As a direct result of the campaign, a report was submitted to Cybertip.ca that resulted in Toronto Police Service arresting an adult male. The male was charged with two counts of Agreement or Arrangement — Sexual Offence Against Child.



The campaign reached thousands of people across Canada:

42,000 users reached through Facebook ads

53 Canadian cities targeted through Backpage.com ads

1,231 Cybertip.ca page views as a result of the user being linked from Backpage.com

73% increase in child prostitution reports*

61% increase in child trafficking reports* to Cybertip.ca

*indicates comparison with the average number of reports received per month in the 5 months prior to the campaign



September 26, 2015, marked the Canadian Centre's fourth annual Cybertip.ca Awareness Day. The purpose of this day is to increase public knowledge about the critical services and important educational material provided by Cybertip.ca. This year, we focused on

- The growing issue of online sextortion and the need for parents to talk with their teens;
- Helping raise awareness on social media using #youthsafety; and
- Signing up to receive Cybertip.ca Alerts

Increasing public engagement with Cybertip.ca Awareness Day outreach:

- **2,338 downloads** of *How to Talk to Youth About Sextortion* safety sheet representing a 925% increase*
- #ctipday2015 was tweeted **295 times**, reaching more than 785,000 Twitter accounts
- Facebook posts reached an estimated **4,770 accounts**
- **282% increase** in Cybertip.ca Alerts signups*
- **228% increase** in Cybertip.ca page views on September 25, 2015**

* Compared to the previous month

** Compared to an average day

TWEENS/TEEN CAMPAIGN

In September 2015, the Canadian Centre and MTS (through its Future First initiative) launched a public awareness campaign in Manitoba that supplied parents with an educational package when they signed their tweens and/or teens up for their first smartphone contract.

25,000 packages were distributed with Canadian Centre mobile screen cleaners and our *Keeping Teens Safe From Online Sexual Exploitation* brochure.



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

KEEPING TEENS SAFE FROM ONLINE SEXUAL EXPLOITATION

1. Let your tween/teen know how easily content can be misused and shared with others.
2. Discuss the importance of not responding to harassing or harmful messages.
3. Reinforce the importance of coming to you or another safe adult if faced with a difficult situation.

one
tips
to share
with your
Tween/Teen:

If you are concerned about your child being sexually victimized online, report to

cybertip!ca

MTS Future First

MTS Future First

#CHANGETHESTORY CAMPAIGN

On September 29, 2015, the Canadian Centre launched a new campaign, #ChangeTheStory, to complement the revised NeedHelpNow.ca site for youth. Supported by Bell, this campaign focused on the issue of self/peer exploitation and the distribution of intimate images, empowering teens to take control of their own narratives and how their story is being told. The message was one of hope — letting youth in crisis know that “We are here to help!”

The Canadian Centre hosted three separate press conferences/school assemblies for Grade 10 students in Toronto, Winnipeg and Edmonton to raise the profile of NeedHelpNow.ca and introduce #ChangeTheStory. Education and police partners hosted two additional in-class presentations in Halifax and Victoria.



Model in image and intended as illustrative

EMPOWERING YOUTH TO #CHANGETHESTORY:

496% increase in
NeedHelpNow.ca page views^{†*}

**231 media articles
and interviews**

generating 31.5 million audience
impressions*

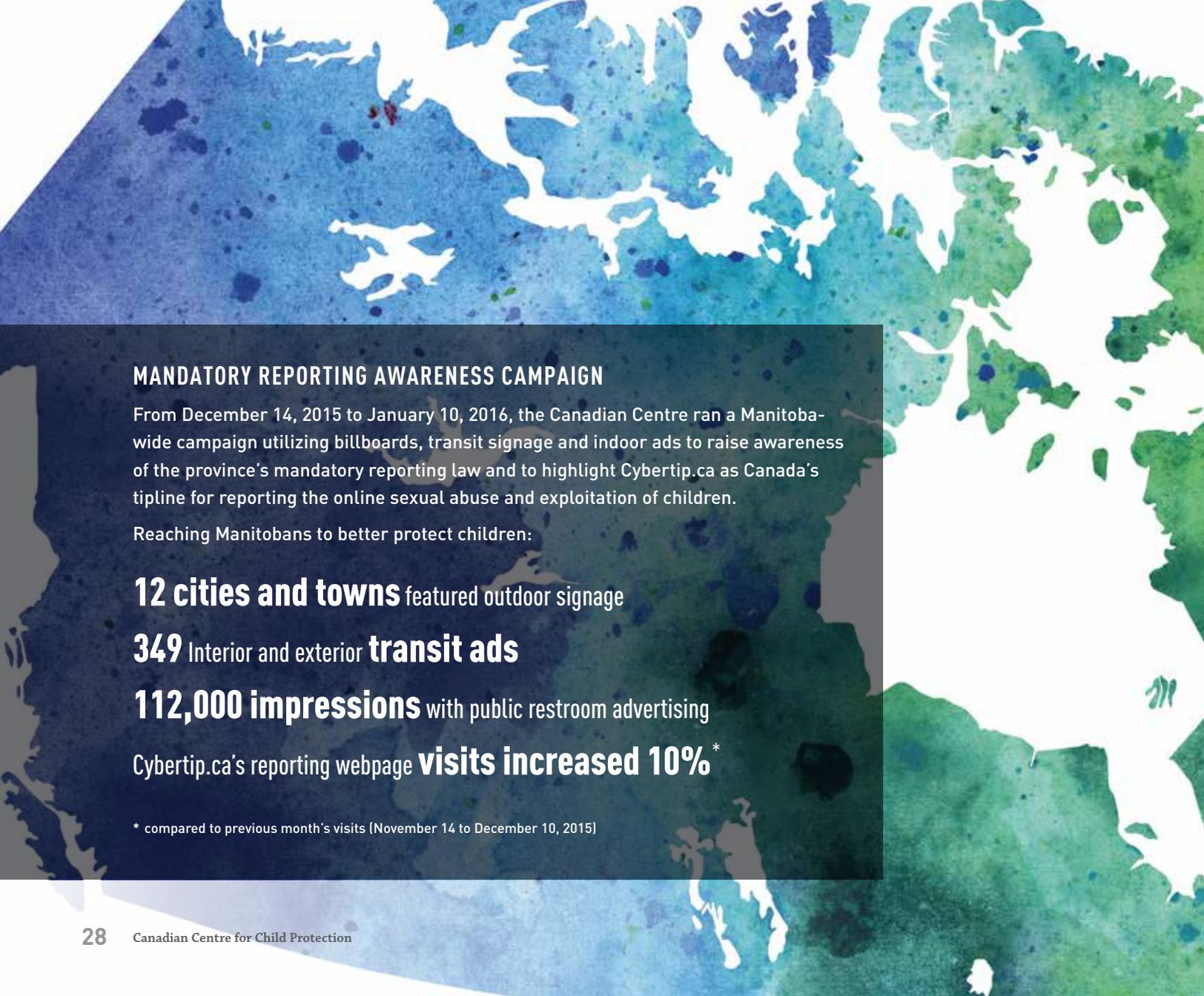
#ChangeTheStory tweets reached
nearly 1 million
unique accounts and generated
nearly 2.8 million impressions

**30-second
NeedHelpNow.ca PSA** aired on Bell Media
(MTV, MTV2 and MUCH)

* statistics represent activity from September 29 to October 13, 2015

† when compared to site visits in the previous 2 weeks (September 14-28, 2015)



A watercolor-style map of Canada, with the landmasses in shades of blue and green and the water bodies in white. The map is positioned in the background of the page.

MANDATORY REPORTING AWARENESS CAMPAIGN

From December 14, 2015 to January 10, 2016, the Canadian Centre ran a Manitoba-wide campaign utilizing billboards, transit signage and indoor ads to raise awareness of the province's mandatory reporting law and to highlight Cybertip.ca as Canada's tipline for reporting the online sexual abuse and exploitation of children.

Reaching Manitobans to better protect children:

12 cities and towns featured outdoor signage

349 Interior and exterior **transit ads**

112,000 impressions with public restroom advertising

Cybertip.ca's reporting webpage **visits increased 10%***

* compared to previous month's visits (November 14 to December 10, 2015)

NATIONAL CYBERTIP.CA AWARENESS CAMPAIGN

From February 29 to April 11, 2016, the Canadian Centre ran a national awareness campaign utilizing billboards, transit signage and indoor ads to encourage concerned adults to report online sexual victimization to Cybertip.ca.

Creating awareness across the country:



9 cities with billboard and transit ads

1.2 million+ impressions
in 8 cities with public restroom ads

1.2 million+ impressions
through mobile ads

30% increase page view
of Cybertip.ca report form*

*indicates comparison to same month in 2015

SAFER INTERNET DAY

February 9, 2016, was International Safer Internet Day (SID). In order to empower the public to create a safer Internet, the Canadian Centre worked with partners to provide the public with current and age-appropriate information and resources to help educate Canadians about how to keep youth safe while on the Internet.

Law enforcement agencies across Canada promoted SID and the Canadian Centre's resources:

- **25 agencies promoted SID** on their website or through social media (Facebook®, Twitter®)
- **6 agencies issued** a SID press release
- **16 agencies promoted** the Canadian Centre's information

The Canadian Centre encouraged the public to get involved by signing up for Cybertip.ca Alerts, raising awareness on social media and reporting concerns to Cybertip.ca.



Direct impact on Canadians:

- **178,000+ pieces** of educational material ordered by 543 schools and organizations
- **243% page view increase** on Cybertip.ca on SID*
- **97 people signed up** for Cybertip.ca Alerts[†]
- Our message reached **2,896 Facebook** accounts and generated **26,665 impressions on Twitter**

* Compared to the previous week

[†] From February 9 to March 16, 2016

Several of our resources distributed as part of SID are made possible by the support of our partners, including the Zoe & Molly comic books, supported by Shaw and Smartphone Safety, supported by Telus.

Smartphone Safety

A guide for parents/guardians



mobility.protectchildren.ca

Supported by: 



Zoe & Molly Online



**IF ASKED TO SHARE,
AND YOUR PARENTS
AREN'T AWARE, SAY NO!**

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

Supported by:
Shaw)



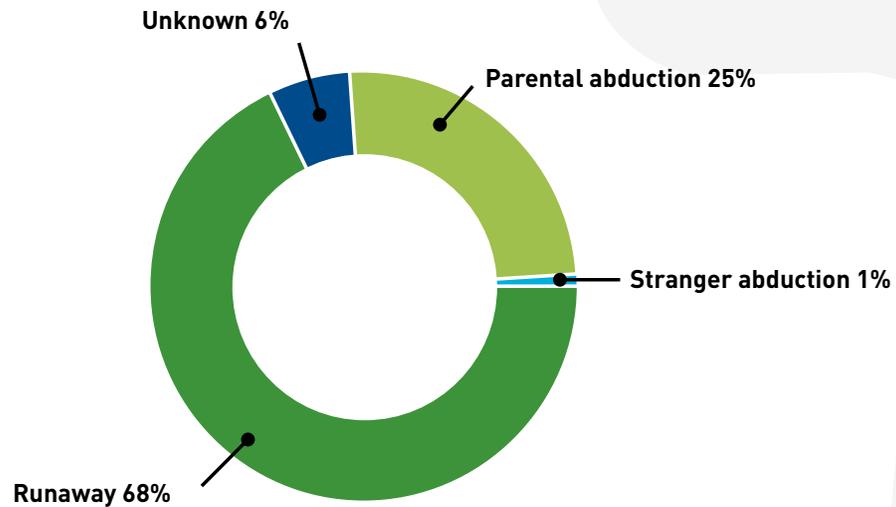
ASSIST

Assisting in the location of missing children



MissingKids.ca, part of the Canadian Centre's Child Safety and Family Advocacy Division, 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 Missingkids.ca program provides assistance with the following case types:



MissingKids.ca helps families through casework and support. In 2015/16:

- Assisted in the location of **107 children**
- Responded to **220 public inquiries**
- Expanded public involvement through our social media reach with **188 posts** — each reaching approximately 2,000 people

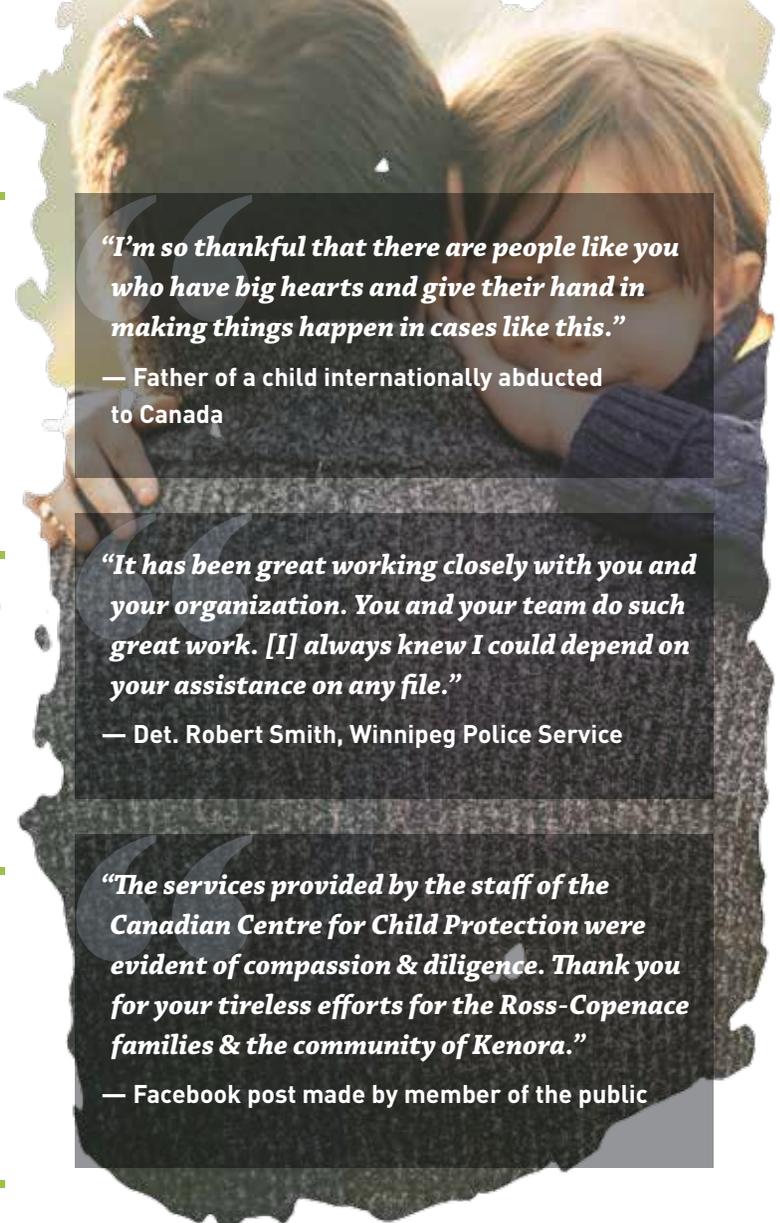
MissingKids.ca provides educational materials to help prevent children from going missing. In 2015/16:

- **300,000+ page views** on MissingKids.ca
- **16,000+ educational downloads** from MissingKids.ca — a 37% increase*

** compared to 2014/15 statistics*

MissingKids.ca assists stakeholders in the delivery of missing children services:

- **Worked with law enforcement officers** locally, nationally and internationally
 - Case tips, missing child sightings and research information **provided to law enforcement**
-



“I’m so thankful that there are people like you who have big hearts and give their hand in making things happen in cases like this.”

— Father of a child internationally abducted to Canada

“It has been great working closely with you and your organization. You and your team do such great work. [I] always knew I could depend on your assistance on any file.”

— Det. Robert Smith, Winnipeg Police Service

“The services provided by the staff of the Canadian Centre for Child Protection were evident of compassion & diligence. Thank you for your tireless efforts for the Ross-Copenace families & the community of Kenora.”

— Facebook post made by member of the public



Engaging the Community in the Search for Missing Children

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.

Rapid response in the search for missing children:

Distributed **35 MissingKidsALERTs**,
with 33 of those children located

6,000+ email notifications
sent to the public

Success Story: Reaching Out to Community Organization Ends in Safe Return

In November 2015, the mother of a 13-year-old female contacted MissingKids.ca with suspicions that her child had run away. Earlier that day, the youth had been suspended from school and was very upset. MissingKids.ca staff worked with the mother to help her reach out to her daughter through social media, encouraging her to make contact. In collaboration with police and the family, a MissingKidsALERT was discreetly sent to local businesses. Within hours of sending the alert, the manager of a local business contacted MissingKids.ca stating that the youth was currently at their establishment. A MissingKids.ca caseworker contacted police, and the youth was returned safely to her mother's care.



Success Story: Father and Son Reunited After 12 Years

Following the launch of MissingKids.ca, a MissingKids.ca caseworker reached out to B.C. RCMP regarding a missing child who was abducted in 2003 by his mother and believed to be in Japan. The caseworker was able to establish a relationship with the searching father and over four years, explored different opportunities to search for the child. In December 2015, the mother reached out to the father after seeing posts by the father on social media about his missing son. In January 2016, the father flew to Japan to see his son for the first time in 12 years. Reunification support was provided to the father prior to his trip, which he described as very helpful, specifically with managing his first meeting with his son and having realistic expectations of it and their relationship. MissingKids.ca continues to support the family through their reunification.



“... if it were not for you, we would not have known she was missing and would have simply been business as usual, and she would have left without anyone connecting with her and helping in a difficult time. You guys do great work over there and it is appreciated.”

— Manager of a local business who acted on a MissingKidsALERT



PICTURES TO PROTECT: REACHING PARENTS WITH THE SUPPORT OF LIFETOUCH CANADA

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:

- **2.15 million** Pictures to Protect cards sent to parents of Kindergarten to Grade 12 children



MARKING INTERNATIONAL MISSING CHILDREN'S DAY WITH THE SUPPORT OF LAW ENFORCEMENT

May 25, 2015, was International Missing Children's Day, a day to remember missing children and the families searching for them. The Canadian Centre joined more than 12 police agencies to raise the profile of long-term missing children cases and remind Canadians that any information can help in the search for a missing child.

The Canadian Centre raised awareness with the following results:

- **81% increase** page views to MissingKids.ca*
- **Nearly 5,000** Facebook accounts reached
- **Nearly 16,000** Twitter impressions from and about @CdnChildProtect

* in week following Missing Children's Day, compared to previous week



MISSING CHILDREN WITH AUTISM: DEVELOPING UNIQUE TOOLS FOR FAMILIES AND LAW ENFORCEMENT

Recognizing the unique characteristics of children with autism and their vulnerability to wandering, MissingKids.ca consulted closely with the National Autism Association and the Gold Learning Centre to develop resources that would assist those responding to a missing child with autism. Resources were developed for both families and law enforcement to help identify important characteristics and considerations when searching for a child with autism who has gone missing.

Success Story: Addressing Unique Risks Results in Safe Location of Youth

In June 2015, a father contacted MissingKids.ca for help in finding his autistic 16-year-old son who had run away. In speaking with the family, MissingKids.ca staff identified significant risks based on the youth having autism and determined that the teen was likely hitchhiking. Working closely with local RCMP and the family, a MissingKidsALERT was distributed to a large urban centre and the surrounding area. The youth was located.

“We took a different approach searching for this young boy. It was incredibly valuable to take the time to speak with his family and understand their unique child. What was he drawn to? What was he fearful of? You have to have an open mind and act quickly because every second counts. In collaboration with MissingKids.ca, we were able to engage the public which ultimately lead to the boy being located safely.”

— Investigating RCMP officer



MYTH:

Runaways are not at risk because they choose to leave

FACT:

When youth run away their risk of being victimized increases exponentially, including exploitation, sexual assault, substance abuse and violence.

missingkids.ca



MYTH:

It is difficult for the public to help in missing children's cases

FACT:

Sharing current and accurate info helps create awareness

missingkids.ca



MYTH:

Stranger abduction is common

FACT:

In most abduction cases, the abductor is known to the child

missingkids.ca



MYTH:

You must wait 24 hours to report a missing child to police

FACT:

A missing child can be reported to police immediately

missingkids.ca

A group of five diverse young children are shown in a classroom setting, smiling and laughing joyfully. The children are of various ethnicities and are dressed in casual clothing. The background is slightly blurred, showing shelves with colorful items. The overall mood is bright and positive.

EDUCATE

Educating the public on child personal safety and strategies for reducing sexual exploitation



Helping to Reduce Child Victimization Through Public Education



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.

Working with schools to increase personal safety:

Reached 500+ Grade 3 to Grade 12 students through 15+ training sessions

500 educators trained on the KIK program

330 kindergarten and Grade 1 students participated in a pilot of the updated Teatree Tells: A Child Sexual Abuse Prevention Kit



A young girl with light brown hair, wearing a blue t-shirt, is smiling and looking towards the right. She is sitting at a desk in a classroom. In the background, other students are visible, including a boy in a green shirt. The scene is brightly lit, suggesting a sunny day.

The KIK program is used in thousands of schools across Canada, and the 2006 program received the nationally recognized Curriculum Services of Canada seal of approval. The program, developed by the Canadian Centre and used by educators in the classroom, teaches 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 both online and offline.

KIK is used in classrooms across the country:

- **1.7 million** Canadian children aged 5 to 16 received a lesson or resources tied to Kids in the Know
- **742** individual program books and **409** kits distributed

“A very important program that is needed in the school system.”

— Educator

ENSURING CANADIANS HAVE ACCESS TO PREVENTION AND INTERVENTION RESOURCES

In 2015/16 we worked with and supported children, educators, parents and community agencies to increase personal safety:

2.2 million parents, children, law enforcement and other stakeholders received information and resources in 2015/16

2,100 orders of Canadian Centre material delivered across Canada



Empowering Children and Youth, Supporting Families and Educators

TEACHING CHILDREN TO TRUST THEIR INSTINCTS

In 2016, the Canadian Centre created the *Cosmo Trusts His Instincts* storybook. In this story, Cosmo teaches his friend Max about the signs his body will show him when something's not quite right. The story's rhythm and rhyme engage young children as they learn what signs in their bodies to pay attention to so they can keep themselves safe.

ENCOURAGING CONVERSATIONS AT HOME AND IN THE CLASSROOM

In fall 2015, the Canadian Centre, through the generous support of Lifetouch Canada, distributed 1 million pieces of material for schools and families, directing them to free resources for prevention education. These resources help to build kids' safety competence and confidence. They also encourage parents to learn more about technology, safety and ways to discuss personal safety with their children.





ADDRESSING EMERGING TRENDS

The Canadian Centre is committed to keeping our resources up to date, using information on emerging trends to inform youth on how to keep themselves safe both online and offline.

In 2015, we updated our Grade 7/8 and Grade 9/10 Kids in the Know cyberbullying modules, which are dedicated to addressing online risks and relationship issues, to include information about the non-consensual distribution of intimate images. Tweens and teens are especially vulnerable to cyberbullying, sexual exploitation and the non-consensual sharing — or threat of sharing — of intimate images. We also updated the accompanying activity booklets that reinforce the concepts taught within the lessons.

We helped youth navigate online risks and relationships with current and accurate resources:

- **2,547** Grade 7/8 and 9/10 cyberbullying education modules distributed across Canada
- **338,054** *What's the Deal* and *It is a Big Deal* activity books ordered in 2015/16

From November 2015 to February 2016, we continued to address emerging trends, with a focus on distributing self/peer exploitation resources. By helping youth, families, schools and communities impacted by self/peer exploitation, we are providing education and support to many Canadians in crisis.

- **142,494** self/peer exploitation pieces distributed as part of 248 orders



Commit to Kids (C2K) 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.

Working with child-serving organizations to protect children in their care:

1,100+ C2K kits distributed to child-serving organizations

20 training sessions delivered, with 1,250+ people trained





What Is Child Sexual Abuse?

“First let me say I thought that the online training was one of the best I have ever seen, very well done! We would like to provide access to all our employees and volunteers.”

— Training participant and leader in a global child-serving organization

Building a Stronger Child Protection Community



In March 2016, the Canadian Centre launched a Commit to Kids online training pilot program in Ontario with the support of the Ontario Provincial Police and an anonymous donor. The online training, titled *Helping Organizations Prevent Child Sexual Abuse*, consists of eight modules to help educate employees and volunteers of child-serving organizations on how to create child-safe environments for the children in their care.

Participant testing during the pilot resulted in increases in the following knowledge factors:

- Understanding age of consent legislation in Canada
- Understanding the process of child sexual abuse
- What to do if observing staff misconduct
- How to mitigate risk of child sexual abuse in a child-serving organization

Based on the results of the pilot, the online training will be made available to employees and volunteers of child-serving organizations across Canada in 2016/17.



“This is the best conference I have ever attended. I would love to come back every year! Increased my knowledge and awareness of agencies and investigative techniques ... Your agency is so passionate about the important work that you do. We are so fortunate in Canada to have such a great resource for the public.”

— Conference participant

“While difficult to hear, the real life stories from survivors were powerful and a good way to remind us all why this conference, this work is so important. Great work everyone. This is a very well planned and professional conference.”

— Conference participant

MECC

MISSING AND EXPLOITED CHILDREN TRAINING CONFERENCE

16th ANNUAL MISSING AND EXPLOITED CHILDREN TRAINING CONFERENCE

In May 2016, the Canadian Centre hosted the annual Missing and Exploited Children Training Conference (MECC). Our highest attendance rate in 16 years saw more than 300 law enforcement, social work, education, government policy, legal and medical professionals spend three days learning from experts and leaders in the field of child protection. The conference enables these professionals to share expertise, learn from case examples and gain a more in-depth understanding about the cross-sector collaboration needed to identify possible harm to children, intervene in criminal acts, support victims and families, and investigate and prosecute offenders.



The Canadian Centre was privileged to have the Honourable Janice Filmon, Manitoba’s Lieutenant Governor provide opening remarks at the MECC.

Engaging With Stakeholders

Throughout the year, the Canadian Centre staff connected with stakeholders regarding personal safety and child victimization, as well as our programs and services. In 2015/16 the Canadian Centre spoke at events, gave presentations, and held meetings with law enforcement, social workers, educators, prosecutors, government officials and child-serving organizations.





Corinne Deltmeijer @NLReporter - Jan 28
 Proud to work with @CdnChildProtect to help victims of online sexual abuse imagery. Protectchildren.ca/csaimageryproj...



Beyond Borders/ADF @Beyond_Borders - 16 Nov 2016
 Symposium panelist, @SignyAnnason discusses child sexual victimization & CyberTip.ca #beyondbordersECPATcanada



Warren Binford @childrightsprof - 27 Oct 2015
 @CdnChildProtect Thank u 4 an incredibly productive and inspiring day! I am so grateful for your entire team and all that u r accomplishing!



ACDE @acde_acde - 20 Oct 2015
 ACDE is looking forward to meeting Noni Classen @CdnChildProtect next week in Montreal. Working together to protect children.



Jays Care Foundation @JaysCare - Jan 9
 .JaysCare partner @CdnChildProtect speaks to @BlueJays coaching clinic participants on making sport safe for kids



Protect Children @CdnChildProtect - 29 Oct 2015
 Thanks @GoogleCanada for having us in today. It was great to see you, @sabringeremil!





A young boy with short dark hair, wearing a white cable-knit sweater, is focused on playing with colorful wooden blocks. He is looking slightly to his right. In the foreground, the back of a child's head with blonde hair is visible, out of focus. The background shows a classroom setting with blue chairs and a wall with colorful decorations.

ADVOCATE

Advocating for and increasing awareness about issues related to missing and sexually exploited 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 support to families, presentations regarding legislation changes, press releases, media interviews and social media outreach to inform the public of important safety considerations for Canadian children.

Formalizing Our Child Safety and Family Advocacy Efforts

In 2015, the Canadian Centre developed a new division to formally define the work already in progress to support families in crisis. In addition to work related to missing children, the Child Safety and Family Advocacy Division (CSFAD) provides support to Canadian families whose children have been sexually abused and exploited. CSFAD also works with families, law enforcement and child welfare agencies to help prevent and respond to situations where a child is at risk of going missing or being sexually exploited.

170 requests for assistance in 2015/16



Supporting Survivors and Working for Change

CALLING FOR CHANGE TO ADDRESS RISKS POSED BY CHILD SEX OFFENDERS

On January 24, 2016, the Canadian Centre released a media statement calling for change in the justice system to address the risks posed by prolific and fixated child sex offenders. This statement followed the airing of a documentary called *While I Was Gone: The Zachary Miller Story* on Global 16x9 and the publication of *Anatomy of an Abduction* in the Toronto Star by Robert Cribb. These pieces focused on Zachary Miller who was ten years old when he was abducted and held captive by repeat sex-offender Peter Whitmore.

“Thank you so much for being everything that is right in our world. [We] both appreciate the compassion and care you’ve shown us.... And this example is a testament of how much your team cares. Thank you. For everything you guys do.”

— Mother of victim of child sexual abuse

Engaging in Government and Legal Advocacy

FUNDING FOR CHILD ADVOCACY CENTRES

On April 24, 2015, Lianna McDonald, executive director of the Canadian Centre, participated in a roundtable discussion regarding the Government of Canada's intention to provide new funding for child advocacy centres to help support young victims of crime. In attendance were the Right Honourable Stephen Harper, then prime minister of Canada; Mrs. Laureen Harper; the Honourable Shelly Glover, then minister of Canadian heritage and official languages; and Joy Smith, then member of parliament.





SPEAKING TO THE 'PRIVATE USE' DEFENCE FOR CHILD PORNOGRAPHY CHARGES AT THE SUPREME COURT OF CANADA

On May 22, 2015, the Supreme Court of Canada released its decision in *R. v. Barabash/Rollison*. The Canadian Centre had intervened in this case and appeared before the Supreme Court in January 2015. In this case, the two accused had been acquitted of Making and Possession of Child Pornography based on a little-used, judge-made defence referred to as the “private use” defence. 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. The decision is important not only because the Court refused to uphold the acquittals of the two men charged, but also because it clarified the way in which the private use defence is to be applied. The comments made by the Court in relation to laws regarding sexual exploitation in general were also significant.

MANDATORY MINIMUM SENTENCES FOR SEXUAL OFFENCES AGAINST CHILDREN

On May 28, 2015, the Canadian Centre presented to the Senate Standing Committee for Legal and Constitutional Affairs with respect to its deliberations regarding Bill C-26, *Tougher Penalties for Child Predators Act*. The bill became law on June 18, 2015. Under the bill, mandatory minimum sentences were raised or implemented in respect of child sexual offences, the regulations related to consecutive/concurrent sentencing were clarified to help ensure the harm done to each individual victim is recognized, changes were made to the reporting requirements for sex offenders and a high-risk, publicly accessible sex offender registry was created.

Increasing Public Awareness: 2015/16 Media Highlights

32% increase in media requests* (249 received)

38% increase in media interviews* (185 executed)

31% increase in 21 press releases issued* (21 issues)

33% increase in article mentions* (870 mentioned the Canadian Centre or one of our programs)

28% increase in Facebook® likes*

28% increase in Twitter® followers*

*Compared to 2014/15 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.

Bell

 **TELUS**[®]

Shaw)

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.



Other Supporters



■ Government and Law Enforcement Partners

The generous support from the Government of Canada helps the Canadian Centre raise awareness of our programs and services. Public Safety Canada's steadfast support of Cybertip.ca under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* is essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Coordination Centre. We thank our national and provincial partners for their continued commitment to reducing online child sexual exploitation.



**Government
of Canada**

**Gouvernement
du Canada**



TEAMING UP WITH LAW ENFORCEMENT TO REACH MORE CANADIANS

Working together with police agencies across Canada, we helped reach Canadians with important safety resources.

In 2015/16, 652,166 pieces of education and prevention materials were distributed to law enforcement across Canada. Some examples of this distribution include:

- Sûreté du Quebec distributed **245,000 education pieces** including 140,000 safety sheets, 17,500 NeedHelpNow.ca classroom activities and 87,500 comic books, activity books and parent brochures
- Edmonton Police Service distributed **11,021 education pieces** including 10,000 copies of *Be Smart, Strong & Safe*
- Service de Police de la Ville de Montréal distributed **7,973 educational pieces** including 6,000 copies of *The Door That's Not Locked*

In addition to distribution of resources, law enforcement plays a critical role in educating children and youth about online safety. To facilitate this, the Canadian Centre designed three grade-specific presentations for School Liaison Officers to use when speaking to students about Internet safety. These interactive presentations are available with accompanying facilitator's notes and can be used in conjunction with Canadian Centre resources and activity books.

We are very grateful for the support and continued collaborative opportunities to work with law enforcement agencies across Canada. Their assistance in promoting our educational material and raising awareness about the Canadian Centre is invaluable.



Building Relationships With Our Community

The Canadian Centre operates out of a building that formerly housed the Assiniboia Indian Residential School. On September 25, 2015, the Canadian Centre hosted an event for survivors of the school. Those in attendance were joined by the RCMP, the Winnipeg Police Service and members of the community. Father Allarie and Sister Ell, two much-loved staff who were here when the school opened in 1958, also came out to share the day.



“We are so happy to have had that very special day with all of you. We thought it was perfect — all the arrangements and the outcomes. The response voiced to Ted has been wonderful. You are the most amazing, strong and empathetic people we have ever known. You are creating opportunities for survivors, for families and for children, and we know that the relationships being nurtured will open many doors to action through partnerships. We are very honoured to walk with you.”

— Morgan Fontaine, wife of residential school survivor Ted Fontaine



FINANCIAL STATEMENTS

Making every dollar count

95 CENTS

of every dollar spent in 2015/2016 went towards the delivery of programs and services *to protect children*



- CASE ANALYSIS AND EXPLOITED CHILD CASE MANAGEMENT** 54%
- PUBLIC EDUCATION AND AWARENESS** 21%
- CHILD SAFETY AND FAMILY ADVOCACY** 14%
- ADMINISTRATION** 5%
- COMMUNITY OUTREACH TO CHILD-SERVING ORGANIZATIONS** 4%
- TRAINING** 2%

This financial information is extracted from the 2016 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.

12 Months Ending	March 31, 2016	March 31, 2015
ASSETS		
Current Assets	1,511,829	1,183,960
Capital Assets	24,593	2,646
	1,536,422	1,186,606
LIABILITIES		
Current Liabilities	271,204	54,735
Deferred Contributions	525,014	435,144
Deferred Capital Contributions	24,593	2,646
	820,811	492,525
NET ASSETS	715,611	694,081
	1,536,422	1,186,606
REVENUE		
Contributions	2,855,300	2,270,300
Sponsorships	844,394	1,134,096
Products & Services	480,981	269,112
Donations	100,779	243,725
Grants	247,026	194,563
Other Income	5,625	8,435
	4,534,105	4,120,231
EXPENSES		
Programs	4,294,065	3,815,391
Administration	212,618	253,706
Amortization	5,892	8,333
	4,512,575	4,077,430
EXCESS OF REVENUE OVER EXPENDITURES	21,530	42,801

Special Thank You to Our Supporters

The Canadian Centre for Child Protection is very grateful for the support of many organizations and the numerous individuals who have donated to this important charitable cause. It is through this support and the unwavering commitment to the personal safety of children that, together, we are making a difference.

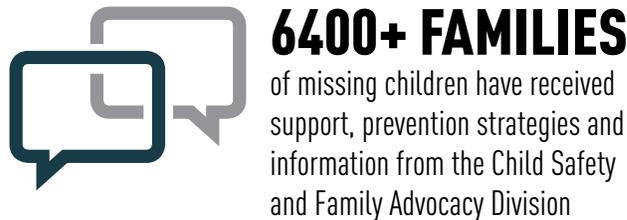
SUPPORTERS \$500+

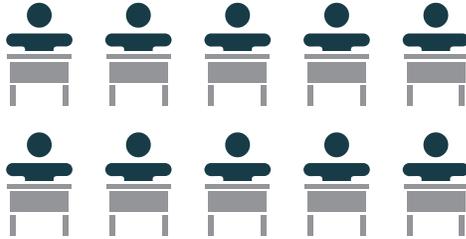
- ◆ Acquire Capital
- ◆ Adobe Systems Inc.
- ◆ Andrew Peller Limited
- ◆ Anonymous
- ◆ Assante Wealth Management
- ◆ BDO Canada LLP (employees)
- ◆ Bell Canada
- ◆ Canada Border Services Agency
- ◆ Canadian Imperial Bank of Commerce
- ◆ Canadian National Railway
- ◆ Canadian Wireless Telecommunications Association
- ◆ Canquest Communications (Wireless) Inc.
- ◆ Caspian Projects Inc.
- ◆ Cossette
- ◆ Disney Worldwide Services, Inc.
- ◆ Dortec Industries
- ◆ Enns, Kerry
- ◆ Estate of Helen Crittenden
- ◆ Forensic Psychological Services
- ◆ Gap Inc. / Old Navy
- ◆ Google
- ◆ Government of Canada
- ◆ Government of Manitoba
- ◆ Government of New Brunswick
- ◆ Greyhound Canada
- ◆ Halton Regional Police Service (ICE Golf Tournament)
- ◆ Hamilton, Joe
- ◆ Horizon Employees' Charity Fund
- ◆ Lafond, Dave
- ◆ Lai, Rachel
- ◆ Lee, Glen & Jean
- ◆ Lifetouch Canada Inc.
- ◆ Luc Gosselin Commemorative Fund
- ◆ Macs Convenience Stores
- ◆ Magnet Forensics Inc.
- ◆ Manitoba All Charities
- ◆ Manitoba Blue Cross (employees)
- ◆ Manitoba Community Services Council
- ◆ Manitoba Liquor & Lotteries
- ◆ Manitoba Telcom Services Inc.
- ◆ Mehr, Jeffrey
- ◆ MNP LLP
- ◆ Newad Media
- ◆ Oak & Lilly Flowers & Design
- ◆ Ontario Power Employee & Pension
- ◆ Pattison Outdoor Advertising
- ◆ R.S Distributions Services Ltd.
- ◆ Rogers Communications
- ◆ Royal Bank of Canada Foundation
- ◆ Royal Canadian Mounted Police — D Division
- ◆ Running Room Inc. (individual supporters)
- ◆ Saliba, Jad
- ◆ SaskTel
- ◆ Scott, Allan
- ◆ Shaw Communications
- ◆ Shelter Canadian Properties
- ◆ Siding & Window Dealers Association of Canada
- ◆ Sun Media Commercial Print Division
- ◆ T.J. Rice Family Foundation Inc.
- ◆ TELUS Corporation
- ◆ The Fort Garry Hotel, Spa and Conference Centre
- ◆ The Leonard and Gabryela Osin Foundation
- ◆ The Winnipeg Foundation
- ◆ Tkachuk, Ramona
- ◆ Toronto Police Service — 22 Division
- ◆ TransCore Link Logistics
- ◆ Wawanesa
- ◆ Western Glove Works
- ◆ Winnipeg Goldeyes Field of Dreams Foundation Inc.
- ◆ Winnipeg Police Service
- ◆ Xandrewica Corporation



OUR RESULTS

Totals as of March 31, 2016





NEARLY 60,000
CLASSROOMS USING KIDS IN THE KNOW

38%
of children between the ages of 5 and 16 reached annually with one or more of our Kids in the Know safety lessons



4: number of provinces and territories that have distributed our new Kids in the Know cyberbullying modules to all their students



18,000+
CHILD-SERVING ORGANIZATIONS HAVE RECEIVED THE COMMIT TO KIDS PROGRAM



NEARLY 22,000 professionals trained on child sexual abuse as well as missing and exploited children issues through the Commit to Kids program

30,500+

parents, sport leaders and organizations reached with our Commit to Kids — Sport Edition resources





EDUCATIONAL PAGE VIEWS:

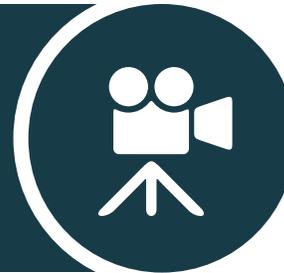
19,200,000+

BILLBOARD CAMPAIGNS
ISSUED ACROSS CANADA:

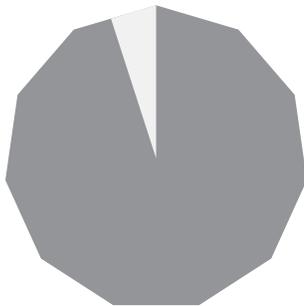
20+

1,700+ MEDIA REQUESTS

PARTICIPATED IN **1,100+** INTERVIEWS*



*media interaction since 2005



95 CENTS

of every dollar spent in 2015/16 went towards the
delivery of programs and services **to protect children**

protectchildren.ca

