



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

2010–11 Social Value Report

HELPING FAMILIES. PROTECTING CHILDREN.



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615 Academy Road • Winnipeg, Manitoba, Canada • R3N 0E7
Phone: (204) 945-5735 • Toll-Free: (800) 532-9135 • Fax: (204) 948-2461
Email: contact@protectchildren.ca • Website: protectchildren.ca

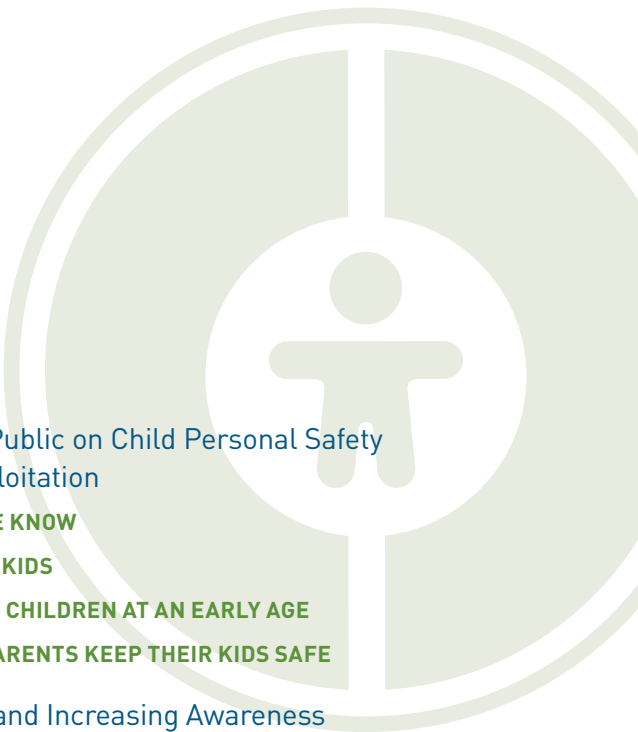
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foreword

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

For the past 25 years, our organization has held the steadfast belief that child protection must be a priority, and 2010–11 was no exception. We began the year by celebrating our 25th anniversary and ended with an unprecedented list of new activities and achievements. As we reflect on this important milestone, we are reminded of the many partners who have supported our agency over the years and helped us reach countless families and children. It is through our partnerships that we have been able to achieve our successes and become a strong force in the area of child protection.

The 2010–11 fiscal year was one of substantial change and major progress for the Canadian Centre for Child Protection. We honoured our early beginnings as Child Find Manitoba as we prepared for the launch of MissingKids.ca. This new program expanded our missing children services to reach searching families from across Canada. MissingKids.ca brings to Canadians an innovative national missing children resource centre that provides the consistent and coordinated support that families of missing children deserve during their time of greatest need.

Our first national program, Cybertip.ca, continues to grow and directly impact the lives of families and the safety of Canadian communities. This year, the tipline received 8,651 child sexual exploitation reports from Canadians (10% more than last year) which resulted in at least 12 arrests executed by law enforcement, and numerous children rescued from abusive environments. Our work to prevent abuse and educate the public is also having an impact in Canadian homes as Cybertip.ca observed over one million page views to its website. We are also working on reducing Canadians' access to harmful websites through the Cleanfeed Canada initiative — 2,092 unique web pages were committed to the filtering list over the past year.

Through our work with educators, we are committed to producing exceptional educational material to better protect Canadian children as young as 4 years old. Our personal safety materials educate children at an age-appropriate level and help reduce their chances of being sexually harmed. This year, we released the 2nd edition of the Kids in the Know program and made it available by individual grade levels, increasing its accessibility for schools that do not require a full Kindergarten to grade 9 program. Over 1,600 Kids in the Know programs were distributed in 2010–11, while the Province of Nova Scotia mandated its use in all the schools in the province.

Perhaps one of the program's strongest impacts lies in its ability to empower children to disclose the fact that they have been abused while at the same time giving teachers the tools to respond effectively to such situations. In fact, we have been made aware of several children disclosing abuse to teachers as a direct result of Kids in the Know lessons. Two such examples over the past year include: a girl from grade 8 disclosing to a teacher that she was being abused by her mother's boyfriend; and a boy in grade 4 disclosing to a teacher that he was being abused by a teenager from his school. This type of feedback from educators illustrates how invaluable the Kids in the Know program is to Canadian classrooms.

This year, we delivered Commit to Kids programs to the doors of more than 12,000 child-serving organizations. This program provides organizations with the screening and child protection policy tools to educate their volunteers and/or staff and ultimately ensure a safe and positive environment for children. Over the past year, organizations as diverse as daycares, law enforcement agencies, Federal and Provincial government departments, and children's camps have all agreed that Commit to Kids has an impact in reducing potential child victimization.

We strongly believe that our values of caring, excellence, innovation and protection closely align with those of the Canadian families and children we serve. Furthermore, our partnerships with various high-profile stakeholders highlight our invaluable role in Canadian society: with Mrs. Laureen Harper we promoted textED.ca; with Toronto Police Chief William Blair we partnered on Commit to Kids; and with Prime Minister Stephen Harper and Minister of Justice Robert Nicholson we launched MissingKids.ca. It is clear that Canadian leaders agree with our values and support our mission of reducing child victimization. We thank them for choosing to partner with us in view of protecting more Canadian children than ever before.

While there have been numerous accomplishments over the past year, there's also been a number of developments that are paving the way for an innovative year ahead. Cybertip.ca has seen a significant increase in the number of reports involving self and peer exploitation, which has initiated a project aiming to provide the necessary tools for families, schools and law enforcement to effectively respond to this emerging child exploitation issue. Comprehensive research into online luring, sexualized child modelling, and abducted and murdered children will allow us to provide policy and program considerations for government, industry, law enforcement and victim services agencies tied to protecting children from victimization. We are also looking to increase our value to Canadians by engaging volunteers in an innovative, virtual platform. This is just the beginning of what's to come in the year ahead.

We wholeheartedly believe that all children deserve a safe and happy childhood, one free from abuse and exploitation. By continuing to work together, we will create a world where our children are protected and safe. Once again, we thank all of our partners who have stood beside us over the past 25 years. It is with your support that we are able to have a tangible impact on the protection of children across Canada every single day.

Lianna McDonald

EXECUTIVE DIRECTOR
CANADIAN CENTRE FOR CHILD PROTECTION

Andrew Stibbard

CHAIR
BOARD OF DIRECTORS



a world where children
are protected and safe

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 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

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

WHAT WE DO

The Canadian Centre for Child Protection:

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



canada's tipline: working to reduce the incidence of sexually exploited children

Each day in Canada and around the world, children are being sexually exploited. Photographs, videos and written accounts often stand as evidence of this abuse, while their wide availability with the simple click of a mouse compounds the harm caused to these children. To help address this issue in Canada, Cybertip.ca was established in September 2002 to receive and process public reports of online child sexual exploitation.

As Canada's tipline, Cybertip.ca's primary function is to receive, process and triage reports from the public with regard to child sexual abuse material, online luring, children exploited through prostitution, travelling sex offenders and child trafficking. Since its inception, the tipline has received over **53,000 reports** from the Canadian public with regard to their concerns of a child being victimized on the Internet, resulting in **at least 70 arrests** and numerous children being removed from abusive environments. Cybertip.ca is a part of the Government of Canada's *National Strategy to Protect Children from Sexual Exploitation on the*

Internet. As part of the *National Strategy*, Public Safety Canada provides funding to support the ongoing operation of Cybertip.ca, as well as the RCMP's *National Child Exploitation Coordination Centre*.

Cybertip.ca has worked hard at forming strong partnerships with government, law enforcement, industry, and non-governmental organizations. This concerted effort to combat online crimes against children is important in bringing together complementary resources and expertise from each of these sectors. The most invaluable partnership remains with law enforcement agencies as they are responsible for investigating reports forwarded by Cybertip.ca and working to proactively prevent child sexual exploitation. As of March 31, 2011, 63% (32) of the law enforcement agencies that work with Cybertip.ca provided a link to www.cybertip.ca on their respective websites.

2010-11 CYBERTIP.CA HIGHLIGHTS:

- ➔ Cybertip.ca received 8,651 child sexual exploitation reports from Canadians — a 10% increase over the previous year.
- ➔ Cybertip.ca analyzed more than 3,660 images of suspected child pornography. A total of 13,000 child sexual abuse images have been categorized as of March 31, 2011.
- ➔ Forty-five per cent (3,790) of public reports were forwarded to law enforcement, INHOPE* and/or child protection agencies.
- ➔ At least 12 arrests were executed by law enforcement in connection with a report forwarded from Cybertip.ca.
- ➔ As of March 31, 2011, Cybertip.ca was aware of at least 30 children rescued from abusive environments.
- ➔ A total of 2,092 unique URLs were committed to the Cleanfeed Canada list over the past year (11,729 since November 2006).
- ➔ Nearly 1,000 education/assistance requests came through Cybertip.ca's "Contact us" and online report form.
- ➔ Cybertip.ca had over one million page views to its website.

* INHOPE is an international association that supports hotlines in responding to illegal content, assists with the sharing of information between organizations, and educates policy-makers and government at an international level. Cybertip.ca is Canada's representative member of INHOPE.



CYBERTIP.CA BENEFITS CANADIAN LAW ENFORCEMENT AGENCIES BY:

- ➔ Efficiently and effectively triaging public reports
 - 45% of public reports are not forwarded to law enforcement as they pertain to clearly legal content and/or require an education response.
- ➔ Reducing duplication in processing leads
 - With the Canadian public submitting reports to a central location, law enforcement agencies are less likely to be processing identical leads in various parts of the country. Cybertip.ca maintains a database of over 1,000 law enforcement contacts working in the area of online exploitation.
- ➔ Increasing cost/resource savings
 - 71% of the reports forwarded to law enforcement, INHOPE or child protection agencies in the past year were forwarded internationally (outside Canada).
- ➔ Providing a highly accessible source of leading educational resources regarding online safety
 - Over 123,000 pieces of educational material were downloaded from the Cybertip.ca website this year.

PROFILING LURING REPORTS

In 2010–11, the public submitted 456 reports under the luring category of the Cybertip.ca report form. Each report was analyzed and 98 of these potential luring reports were forwarded to various law enforcement agencies in Canada and internationally. An assessment revealed the following:

- 60% of reports were submitted by a family member on behalf of the person potentially being lured
- 85% of identified luring victims were girls; 15% boys
- Reference to child pornography was seen in 50% of cases
- Threats were evident in 13% of cases
- In-person contact requests were made in 17.5% of the cases

In partnership with Dr. Ethel Quayle, internationally renowned researcher from the University of Edinburgh, Cybertip.ca will be releasing a research report on luring in the winter of 2011.

PROFILING SEXUALIZED CHILD MODELLING REPORTS

Over the past three years, Cybertip.ca has seen a significant increase in the public reporting concerns with regard to sexualized child modelling websites (2,100 reports received in 2009–2011 compared to 1,000 in 2007–2009). The majority of these websites include pictures of prepubescent girls where there is a deliberate attempt to pose the child in a sexualized way, suggesting the sexual availability of the child. An assessment revealed the following:

- 93% of the images Cybertip.ca analysts have assessed relating to sexualized child modelling websites were of girl children, and of those, approximately 70% were prepubescent
- The mass majority of these websites were selling images of a child versus the child promoting a product. These websites use traditional overt marketing tactics such as using the words “Free!” and “New”, and offering special discounts and membership options to promote the content
- Users could pay for access to a members-only section, with fees running from as low as \$20.00 to as high as \$999.99 per month with explicit security assurances for the user

In partnership with Dr. Ethel Quayle, Cybertip.ca will be releasing a research report on sexualized child modelling in 2012.

“Over and above law enforcement efforts, this data demonstrates that there are many people profiting off of the sexexploitation of children and that there is also an important role that the financial community can play in addressing these illegal enterprises,” said Lianna McDonald, Executive Director of the Canadian Centre.

MANITOBA’S MANDATORY REPORTING LEGISLATION FACILITATING REPORTING

The goal of mandatory reporting of child pornography is to facilitate the reporting of children potentially in the need of protection. Results in the second year since the proclamation of the legislation demonstrate that it continues to be an effective tool in facilitating the reporting of child pornography by individuals in Manitoba. Highlights include:

- **Building momentum:** During the second year since proclamation, there was a 10% increase in the number of child pornography reports submitted by individuals in Manitoba compared to the first year.
- **Overall increase in reporting:** Over the past two years, there has been a 57% increase in the number of incidents classified by Cybertip.ca analysts as child pornography compared to the two years prior to proclamation.
- **Responding to reports:** Since proclamation, a total of 35 reports containing information on an identified child victim and/or suspect in Manitoba have been forwarded to child welfare. This has resulted in three substantiated abuse cases and one arrest by the Winnipeg Police Service.
- **Increased public awareness:** Cybertip.ca observed a 38% increase in reporting during and immediately following the “I Reported It” campaign when compared to the two months prior to the campaign.

REPORTING MAKES A DIFFERENCE

Vancouver arrest of an adult male in his 30s:

In August 2010, Cybertip.ca received a report with regard to a suspect allegedly luring young girls through a social networking site. A Cybertip.ca analyst completed various supplemental searches, obtaining and verifying information and forwarded the report to the Vancouver Police Department. Following an undercover operation, an adult male in his 30s was arrested by police. A search warrant was executed and resulted in the adult male being charged with two counts of luring.

“ I am really glad that you are doing the work you are doing. It is good to have you around. Keep up the good work! ”

Feedback received through the Cybertip.ca Contact Us form.

REPORTING MAKES A DIFFERENCE

Ottawa arrest of a 22-year-old female:

In the spring of 2010, Cybertip.ca received two anonymous reports with regard to a female suspect believed to be in possession of child sexual abuse content. The first report pertained to an Instant Messaging (IM) conversation between the female suspect and a male suspect believed to be in the United States. The second report received by Cybertip.ca indicated that the female suspect may have been accessing content believed to be child pornography. A Cybertip.ca analyst completed various online searches and forwarded both reports to the Ottawa Police Service. On June 3, 2010, the Ottawa Police Service arrested a 22-year-old female. Law enforcement in the United States executed a search warrant with respect to the suspect in the United States and an adult male was arrested and charged with various offences.



PUBLIC AWARENESS

Public awareness is central to reducing child victimization. Over the course of the year, our campaigns achieved meaningful results in raising awareness among Canadians of the importance of taking action and reporting incidents involving the sexual exploitation children.

Child Pornography is Child Abuse Campaign

This campaign ran in Nova Scotia in May–June 2010, on the heels of the government’s passage of legislation related to mandatory reporting of child pornography. The purpose was to raise awareness of the public’s responsibility to report child pornography and of utilizing Cybertip.ca as the reporting entity.



Stop Sex with Kids

In partnership with the Manitoba government, the Canadian Centre launched the final phase of the Stop Sex with Kids campaign in 2010–11. At a press conference, with participation from Manitoba's Family Services and Consumer Affairs Minister, Gord Mackintosh and the Assembly of Manitoba Chief's Grand Chief, Ron Evans, we announced Phase III of the campaign which encouraged the public to take a stand and report their concerns if they know of men using kids for a sexual purpose.



National / Reported It Campaign

This national campaign ran in targeted cities across Canada in June–July 2010 to raise Canadians’ awareness about the important role they play in reducing online child sexual exploitation by reporting incidents to Cybertip.ca. This campaign resulted in a 50% increase in reporting in the two months following the campaign when compared to the two months preceding the campaign.



Manitoba / Reported It Campaign

This outdoor advertising campaign ran across the province in September–October 2010 to raise awareness about the important role Manitobans play in reducing online child sexual exploitation by reporting to Cybertip.ca. Compared to reports submitted by individuals in Manitoba two months prior to the campaign, there was a 38% increase in reporting during and immediately following the campaign.



REPORTING MAKES A DIFFERENCE

Montreal arrest of a 71-year-old male:

Thanks in part to information Cybertip.ca passed on to law enforcement in Montreal, a search warrant was executed in November 2010 that led to the arrest of a 71-year-old man. "Please pass on our thanks to your personnel. Cybertip.ca definitely played a major role in rescuing these children and helped identify a very dangerous sexual deviant. Keep up the good work in protecting our children," said Det.-Lt. Guy Bianchi, head of the Montreal police Child Sexual Exploitation Unit.

REPORTING MAKES A DIFFERENCE

New Mexico arrest of a 28-year-old male:

In July 2010, Cybertip.ca received a report with regard to a suspect in the United States believed to be in possession of child pornography content. A Cybertip.ca analyst completed various supplemental searches and forwarded the report to the National Child Exploitation Coordination Centre. The information was subsequently sent to the Winnipeg Police Service, who initiated an investigation, gathering additional information to forward to law enforcement authorities in New Mexico. Authorities in New Mexico arrested a 28-year-old male and charged him with 60 counts of possession and 10 counts of distribution of child pornography.

“ I just needed to thank you. I will sleep better knowing that you have this monster off the street. You have given me back trust and hope in others. Please keep at it to get these creeps off the streets. God Bless You. ”

Feedback received through the Cybertip.ca Contact Us form following an arrest by law enforcement tied to a Cybertip.ca report.

CLEANFEED CANADA: BLOCKING ACCESS TO CHILD PORNOGRAPHY WEBSITES

Cleanfeed Canada is an undertaking of the Canadian Coalition Against Internet Child Exploitation (CCAICE), a group which includes Cybertip.ca, Internet service providers, federal and provincial governments, and law enforcement. This initiative aims to reduce Canadians' access to child sexual abuse images and works by blocking Internet customer access to non-Canadian websites hosting child pornography images of pre-pubescent children. An average of 500 URLs are blocked at any given moment through Cleanfeed.

OTHER ACCOMPLISHMENTS:

- Cybertip.ca presented to law enforcement at the Canadian Internet Child Exploitation (CANICE) course in April 2010 at the Canadian Police College
- In May 2010, Cybertip.ca presented to law enforcement working in the field of online child sexual exploitation at the Ontario Police College
- In September 2010, a Cybertip.ca Law Enforcement Advisory Meeting was held, including nine representatives from seven police agencies across Canada, as well as a Public Safety Canada Director General
- In November 2010, Canadian Centre staff presented at the Ontario Provincial Strategy to Protect Children from Sexual Abuse and Exploitation's Training Conference, *Every Child Matters — Everywhere*, on the work of the tipline



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



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assisting in the location of missing children

In 2010–11, the Canadian Centre for Child Protection became affiliated with Child Find (Ontario) Inc. and formalized a relationship to deliver quality missing children services in both provinces. The result was Child Find Manitoba and Ontario working together to deliver a new program, *MissingKids.ca* — Canada's missing children resource centre. MissingKids.ca offers families support in finding their missing children and provides educational materials to help prevent children from going missing.



Our government is taking decisive action and working closely with groups such as the Canadian Centre for Child Protection to safeguard the most vulnerable and innocent members of our society — our children. This website (MissingKids.ca) constitutes an important step towards keeping Canadian children safe. ”



Prime Minister Stephen Harper, in a federal government news release on the national launch of MissingKids.ca.

MissingKids.ca has four primary functions:

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

MissingKids.ca transforms how searching is defined and leverages new technology, media and communication methods to improve service delivery and increase the successful recovery of children.



WHAT MAKES MISSINGKIDS.CA UNIQUE?

- ➔ Parents of a missing child can register their child on the website
- ➔ Parents can remotely access their child's file and information through a secure portal
- ➔ Specially-trained caseworkers coordinate and provide access to appropriate local services and law enforcement agencies
- ➔ A comprehensive *Community Response Plan* is easily accessible to assist communities in responding to a missing child
- ➔ MissingKids.ca offers a unique secure law enforcement portal for police to login and access specific case information
- ➔ Caseworkers have access to new online search tools and technologies to better assist in the location of a missing child
- ➔ A new alert system is used to target specific geographical regions and ensure prompt public notification of a missing child
- ➔ Houses a unique missing children database



Rob Nicholson, Justice Minister and Attorney General of Canada, spoke on behalf of the federal government in support of MissingKids.ca at its national launch on May 24, 2011.



Families of missing children also took part in the launch of MissingKids.ca. From left to right: Crystal Dunahee, Diana Boland, Christy Dzikowicz (Director of Missing Children Services, Canadian Centre for Child Protection), Anthony Wood, Laurie Odjick.

A special thanks to all of our  founding partners:



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For what matters.



11TH ANNUAL MISSING AND EXPLOITED CHILDREN CONFERENCE

Over the past 11 years, our annual *Missing and Exploited Children Conference* (MECC) has brought together a large contingent of professionals working in various fields of child protection. The MECC integrates training in topics such as child exploitation and new technologies, and offers tools and resources that can be utilized in child protection professionals' daily work. In total, these conferences have provided training to nearly 3,000 child protection professionals including police officers, prosecutors, educators, child welfare workers, and government policy analysts.



“ The Winnipeg Police Service sends approximately 30 members annually to the conference and we have found it to be an excellent investment of our training dollars. The Canadian Centre is sensitive to trends and developments in law enforcement and they have consistently utilized speakers who are both compelling and pertinent. ”

Keith McCaskill, Winnipeg Chief of Police, commenting on the annual Missing and Exploited Children Conference.

“ The presenters were all top notch with a wealth of knowledge and expertise to share with the participants.... At the end of the three days I was totally satisfied with the experience and with what I had learned at the conference. When I returned to work I raved for weeks to my colleagues that this was the best conference I had ever attended. ”

Darryl Rawluk, Saskatchewan Child and Family Services, Program Consultant.



partners in the protection of children

The Canadian Centre for Child Protection envisions a world where children are protected and safe. Collectively, we work diligently and with determined focus to reduce child victimization and search for our missing children. It is only through the unwavering support of our partners — who provide not just financial and in-kind support, but who also share their own expertise and skills — that we are able to carry out our important work. The stronger our partnerships, the greater the results and the more progress we make in protecting Canada’s children.

GOVERNMENT AND LAW ENFORCEMENT PARTNERS

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

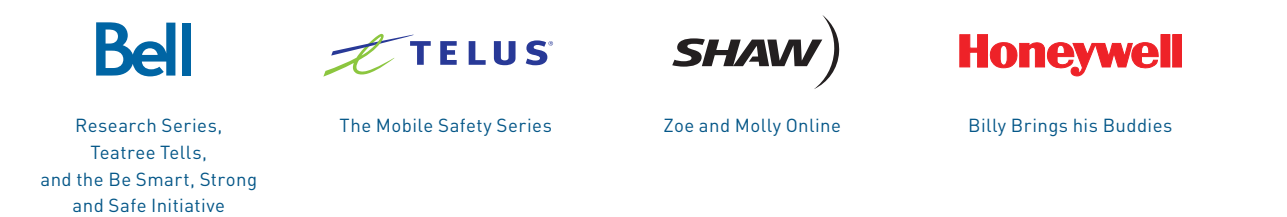
We are also very grateful to the Government of Manitoba for their unwavering support for our agency and the work of Cybertip.ca. As a long-standing partner, we extend our sincerest thanks for the continued support.

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



FOUNDING PARTNERS

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



ESSENTIAL PRIVATE SECTOR SUPPORT

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





educating the public on child personal safety and sexual exploitation

The Canadian Centre for Child Protection is committed to providing Canadians with exceptional education materials to help protect children and reduce their chances of being sexually harmed. For the seventh year, we have provided educators, children and their families with access to our Kids in the Know (KIK) interactive safety education program. Designed for children and youth from Kindergarten to High School, the curriculum includes teacher-based lessons, supplementary information on dealing with disclosures of abuse, training programs, books, puppets, and online activities for families.

This past year, we released the second edition of the KIK safety program. This version contains many updates and is also more accessible by giving schools the ability to select the materials they need for individual grades rather than having to purchase the entire curriculum. Lessons in KIK are based on research derived from Cybertip.ca data. Knowledge gained from cases reported to the tipline allows us to consistently update our personal safety strategies, creating useful ways for children and youth to remain safe in the offline and online world. Aside from the tipline, KIK's content remains



current through input from student advisory groups where we learn what is relevant to kids, what technologies they are using, and where there may be gaps in knowledge.

During the 2010–11 year, we **distributed more than 1,600 KIK programs and associated material.** Overall, the program had a very successful year — in an unprecedented, proactive gesture, the Province of Nova Scotia mandated the use of KIK in all the schools in the province. The program also saw an expansion of its use in the provinces of Ontario, British Columbia, Alberta, and Manitoba.



During the 2010–11 year, we distributed more than 1,600 KIK programs and associated material.

WHAT MAKES KIK UNIQUE?

- ➔ Deals with personal safety and sexual exploitation
- ➔ Incorporates personal safety and relationship concerns around technology
- ➔ Gleans information from Cybertip.ca to create current, developmentally-appropriate prevention materials
- ➔ Teaches skills to build capacity to handle difficult situations
- ➔ Matches outcomes mandated by the Ministries of Education in all jurisdictions across Canada
- ➔ Includes components for home and school
- ➔ Offers training on the issue of personal safety and child sexual abuse
- ➔ Is research-based and has outcome-focused lessons
- ➔ Individual grades are available from Kindergarten to Grade 9
- ➔ Offers an online training component

“ This is an amazing program! It's easy to use and works well with other units such as language arts or computer studies. Kids in the Know is a must for kids of all ages. If children experience something inappropriate, they learn it is not their fault and that there is another adult who can be trusted. It gives them the confidence to speak out if something happens. ”

Wanda Hill, Principal of Sunridge Centennial Public School in Ontario





commit to kids

Commit to Kids™ (C2K) is a comprehensive program to help child-serving organizations prevent sexual abuse and create safe environments for children. The program provides policies, strategies and a step-by-step plan for reducing the risk of child sexual abuse, and also helps organizations to more quickly identify, terminate and intervene if abuse has occurred. A key component of the program is its unique approach to helping organizations identify and address inappropriate behaviour by its staff and/or volunteers.

In 2009-10, the Canadian Centre executed a pilot phase of C2K in Manitoba involving child care centres across the province. With support from the Manitoba Government, free copies of the program were provided to 700 child care centres across the province. C2K was then evaluated and revised as per the feedback received from the directors of the participating child care centres. In 2010-11, through the support of Public Safety Canada, the Canadian Centre distributed 10,000 copies of the program free-of-charge to child care centres, nursery schools, summer camps, sporting facilities and other child-serving organizations across Canada. Another 500 child-serving organizations, including 117 Friendship Centres, received a free copy thanks to funding support received through Justice Canada's Victims Fund.

“ I am excited about having another tool to help our staff provide a safe environment for our campers as well as another way to assure our parents that we are being vigilant about the safety and well-being of their children. Thank you for providing us with this tool. ”

Director of an Alberta children's summer camp.

C2K OUTREACH IN 2010-11:

- ➔ 10,000 programs distributed to child care centres, nursery schools, summer camps, sporting facilities and other child-serving organizations
- ➔ 1,300 programs purchased by the state of Vermont for implementation in its 800 licensed child care centres and 500 public and private schools
- ➔ 700 programs provided to Manitoba's child care centres
- ➔ 73 programs purchased by the Toronto Police for distribution to key child-serving organizations
- ➔ 53 programs purchased by the Ontario Association of Children's Aid Society
- ➔ Archdiocese of Winnipeg purchased C2K for implementation in all its parishes and schools

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

Daycare provider from Barrie, Ontario.



Lianna McDonald, Executive Director of the Canadian Centre for Child Protection, with Gord Mackintosh, Manitoba's Minister of Family Services and Consumer Affairs, and Vic Toews, Canada's Public Safety Minister, at the University of Winnipeg Students' Association daycare for the May 20, 2010 national launch of Commit to Kids.



COMMIT TO KIDS: PARTNERSHIP WITH PUBLIC SAFETY CANADA AND TORONTO POLICE

This campaign ran in the Greater Toronto area (GTA) in January-February 2011 in partnership with the Toronto Police Service and Public Safety Canada. Designed to encourage child-serving organizations to adopt our Commit to Kids program, the campaign included billboards, digital signage and transit advertising. Information on the program was also provided to GTA community centres and other child-serving organizations through a direct mail campaign.



Following the 2010 distribution of more than 12,000 Commit to Kids child sexual abuse prevention programs to child-serving organizations across Canada, we ran a multi-pronged public awareness campaign in the spring of 2011 to increase awareness of this program among parents. Additionally, to help raise awareness of the C2K program among provincial governments, an informational card was distributed to all western Canadian Justice Ministers and their key officials when they met in Winnipeg in February 2011.



“ Since the vast majority of child sexual offenders have never come in contact with a police officer, we are making it a priority to help raise awareness of what organizations should be doing to help keep kids safe. We are proud to partner with the Canadian Centre for Child Protection to promote such an invaluable child sexual abuse prevention program that will better prepare organizations to protect the children under their care. ”

William Blair, Toronto Police Service Chief, January 20, 2011 Toronto Police Service news release.

educating children at an early age

PRESCHOOL — TEATREE TELLS: A CHILD SEXUAL ABUSE PREVENTION KIT (teatreetells.ca)

In order to help parents, teachers and educators learn more about child sexual abuse and better protect children, the Canadian Centre for Child Protection created *Teatree Tells: A Child Sexual Abuse Prevention Kit*. The kit, designed for children 4 to 6 years of age, assists young children in learning important safety skills to reduce their chances of being harmed and increases the likelihood child victims will disclose. With support from Bell Canada, 10,000 copies of the kit were provided free-of-charge to early childhood learning centres across Canada in May 2010.



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

Vancouver Childcare Centre coordinator, commenting on the Teatree Tells kit.

Proudly supported by: **Bell**

GRADE 1 — BILLY BRINGS HIS BUDDIES (billybuddy.ca)

The 2010–11 year marks the fifth consecutive year that the Canadian Centre, in partnership with Honeywell, has provided *Billy Brings his Buddies* Grade 1 Teacher Kits free-of-charge to nearly 11,000 Canadian schools. Designed to help teach young children about the buddy system and the importance of never going anywhere alone, the Billy program has been integrated into numerous Canadian schools as a valued child personal safety resource. The distribution of the kit has provided educators with the opportunity to teach nearly 330,000 children about this important safety strategy in this past year alone.



“Parents were happy that personal safety is included in the curriculum and that there were take-home activities and information.”

2010–11 teacher evaluation feedback.

“This is an awesome kit to teach the buddy system to my students. A teacher can tell it is a great resource when the students ask to “play it again!” Thanks!!!”

2010–11 teacher evaluation feedback.

Proudly supported by: **Honeywell**

GRADES 3 AND 4 — ZOE AND MOLLY ONLINE (zoeandmolly.ca)

In partnership with Shaw, the Canadian Centre has been able to significantly grow the *Zoe and Molly Online* series. This year we developed the *Zoe and Molly Online* Grade 4 teacher kit, created a revised *Zoe and Molly Online* website and produced a 30-second public service announcement. During the 2010–11 year, 4,534 schools across western Canada received a set of 25 comics for a total of 113,350 copies being distributed. An additional 10,544 copies of the comic were requested by schools following this distribution campaign while approximately 3,000 copies were downloaded from www.zoeandmolly.ca. The public service announcement aired 285,000 times on Shaw TV channels in approximately 50 markets across western Canada.



“I have used Zoe and Molly Online with my Grade 4/5 class and really saw the benefit of this program for my students. It was great!”

2010–11 teacher evaluation feedback.

“I’ve used Zoe and Molly Online with my Grade 3, 4, and 5 students. It is right at their level and the pictures are engaging. Super! Thanks.”

2010–11 teacher evaluation feedback.

Proudly supported by: **SHAW**

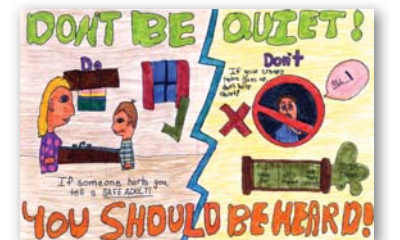
GRADE 6 — BE SMART, STRONG AND SAFE (smartstrongsafe.ca)



Through our *Be Smart, Strong and Safe* initiative we are helping youth learn about the important role a safe adult can play in their life. This program teaches youth to pay

attention to strange behaviours and situations, which leads to an increase in their personal safety in the real world and online. Developed with the support of Bell Canada, this initiative includes an activity booklet, a website, and a lesson plan for teachers to help children learn how to identify inappropriate behaviour and how to talk to a safe adult when something makes them feel uncomfortable.

By Kids, For Kids Poster Contest: In 2010–11, the *Be Smart, Strong and Safe* initiative was expanded through the *By Kids, For Kids* poster contest, which provided Grade 6 students the opportunity to demonstrate their knowledge and understanding of the issue of child sexual abuse in a creative, visual way. Our thanks go out to all schools who took part in this initiative and our congratulations go out to the winning Grade 6 class from Forrest Ridge Academy in Barrington, Nova Scotia. This poster will be reproduced and distributed to schools across Canada to help spread the message that child sexual abuse is not okay, it is never a child’s fault and it is okay to tell someone about it.



Proudly supported by: **Bell**

GRADE 7 — RESPECT YOURSELF (cybertip.ca/respectyourself)

The *Respect Yourself* initiative is designed to help youth learn the risks associated with sending pictures/videos by email, instant messaging or posting them to a social networking/photo sharing site. During the 2010–11 year, 229,050 copies of the *Respect Yourself* activity booklet were sent to Grade 7 teachers across the country. *Respect Yourself* is one of our most successful initiatives as the booklets and posters are two of our most requested materials. In the coming year we will be redesigning the website to provide more content for youth, including the addition of interactive activities, games and discussion pages.



In the fall of 2010, the Canadian Centre sent out nearly 11,000 packages containing 153,552 pieces of educational material to schools across Canada.

GRADES 6 AND 7 — TEXTED.CA (textED.ca)



In November 2010, together with Mrs. Laureen Harper, Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association (CWTA), and Det. Sgt. Kim Scanlan from the Toronto Police Services Child Exploitation Unit, the Canadian Centre held the national launch of *textED.ca*. This is an innovative website designed to help teach children safe mobile phone texting practices. Designed for students in Grades 6 and 7, the *textED.ca* website provides a fun, interactive platform for youth to learn about the potential short-term and long-term risks associated with texting. *TextED.ca* provides youth with a forum to voice their concerns, seek advice, submit ideas, and discuss issues with other youth. 10,785 informational cards were distributed to Grade 7 students across Canada and the website received 315,000 page views over the course of the year.

“While wireless communications provide convenient and immediate contact, it is essential that young people be educated about the appropriate and responsible use of the technology.”

Bernard Lord, CWTA President & CEO.



Proudly supported by:



“It’s amazing to think that we live in a time where our children know more about today’s technology than we do. It’s so important that we become familiar with the technologies our kids use and the risks they face so we are in the best position to help keep them safe. TextED.ca is a great resource to help familiarize parents with today’s texting issues, but more importantly, one their children will enjoy and learn from as well.”



From left to right: Lianna McDonald, Mrs. Laureen Harper, CWTA President Bernard Lord, Toronto Police Service Det. Sgt. Kim Scanlan.

Mrs. Laureen Harper.

“The site is absolutely awesome! I’m going to start using it with my Computer 8 Class.”

Alberta teacher commenting on *textED.ca*.

“Law enforcement officers, dedicated to online child sexual exploitation investigations across the country, have never been as well trained and equipped as they are today. Even so, we desperately need parents and young people to be more proactive about their online safety.”

Det. Sgt. Kim Scanlan, Toronto Police Services Child Exploitation Unit.

helping parents keep their kids safe

MOBILE SAFETY SERIES (mobility.protectchildren.ca)

With the support of TELUS, the Canadian Centre created the *Mobile Safety Series* (website, guide and lesson plan). The goal of the *Mobile Safety Series* is to educate parents/guardians and educators about the potential risks posed to children and adolescents using cell phones, and to highlight proactive strategies that can be used to help keep them safe.

In 2010–11, 2,800 lesson plans were distributed to teachers in Ontario, with 84,000 copies of the mobile safety guide reaching parents of Grade 7 children. The guide was also distributed across Canada to families, educators, law enforcement, Service Canada Centres and other government entities with a vested interest in the online safety of children.

“The online stuff is a great way to teach students about personal safety instead of me sitting in front of the classroom and telling them. A great interactive lesson.”

Grade 7 teacher commenting on the TELUS Cell Phone Safety Lesson Plan.

“I want to thank you for producing such high quality and relevant resources. We are beginning to find that while cell phones are provided to children as a safety tool, they also make children vulnerable. Giving us tools that support conversations about safe and appropriate use is needed and appreciated.”

Principal of a London, Ontario elementary school.



Proudly supported by:



SAFER INTERNET DAY (saferinternetday.ca & thedoorthat'snotlocked.ca)

Safer Internet Day (SID) marks the beginning of the Canadian Centre's annual initiative to help parents and teachers instill safer Internet practices among children in Canada. On SID in February 2011, we reminded parents, educators and everyone else with children in their lives why it is important to educate themselves on how to keep kids safe online. In January 2011, the Canadian Centre launched a teaser page (saferinternetday.ca) to help raise awareness of the annual Safer Internet Day that is held every February.



We also encourage Canadians to visit thedoorthat'snotlocked.ca, a comprehensive Internet safety website that features age-specific information on what kids are doing online, the risks associated with those activities, and age-appropriate tips and strategies to help keep kids safe.

“This is such terrific work on the part of the Canadian Centre and such a very, very important contribution to the field. Thank you for providing such great stuff. The Centre consistently produces excellent resources. As a provider of child sexual abuse and trauma treatment programs, I'm so grateful for the work that you do. Absolutely fantastic on all counts — content, design, architecture, ease of use.”

Executive Director of a community child abuse support organization in Ontario.

“Internet use has become universal within schools and the homes of Canadian families. Our government continues to help fight child exploitation of all kinds, which must include strengthening our efforts together as the risks continue to evolve.”

Public Safety Minister Vic Toews, as quoted in the Canadian Centre's February 2011 Safer Internet Day release.

2010–11 SAFER INTERNET DAY

We distributed nearly 1 million educational materials to Canadian schools that included:

- Close to 500,000 copies of our *The Door that's Not Locked* Internet safety brochures
- 230,000 *Respect Yourself* activity booklets
- 90,000 Cell Phone Safety Guides for parents
- 3,000 Cell Phone Safety Lesson Plans for teachers
- 8,000 *textED.ca* posters



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

Feedback from the St. Paul Catholic School in Sault Ste. Marie, Ontario.

“Over the past year there has been a marked increase in the number of Internet related complaints where young people have been responsible for much of the hurt, embarrassment and criminal activity. Computer users of all ages must understand that they are accountable and liable for every transmission.”

Det. Sgt. Kim Scanlan, Toronto Police Services Child Exploitation Unit, as quoted in the Canadian Centre's February 2011 Safer Internet Day release.

“CONNECTED TO THE COMMUNITY” AWARD

In April 2010, the Canadian Wireless Telecommunications Association (CWTA) paid tribute to the Canadian Centre for Child Protection for its work with Canada’s wireless industry to improve the lives of Canadians. Special tribute was made to the creation of the **mobility.protectchildren.ca** and **textED.ca** sites. The CWTA celebration hosted more than 300 government and industry guests, including Prime Minister Stephen Harper and Industry Minister Tony Clement.



At the CWTA award reception, from left to right: CWTA President & CEO, Bernard Lord; the Honourable Prime Minister Stephen Harper; Lianna McDonald, Executive Director, Canadian Centre for Child Protection; Michael Hennessy, Senior Vice President, Regulatory and Government Affairs at TELUS. Photo courtesy of the Office of the Prime Minister.

RECOGNITION FOR EXCELLENCE IN PREVENTION AND AWARENESS EFFORTS TO FIGHT CYBERCRIME

As part of its first conference on cybercrime, Francopol, an International Francophone network for police training, awarded the Canadian Centre with the “Prevention of Crime” award, recognizing excellence in prevention and awareness efforts to fight cybercrime.



At the Francopol awards ceremony, from left to right: Sgt. Yannick Dion, Sûreté du Québec; Emmanuel Adjovi, representative of the International Organisation of La Francophonie; and René Morin, representative of the Canadian Centre for Child Protection.



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

The 2010–11 year saw a substantial increase in requests for our services from government, law enforcement, industry and others with a vested interest in protecting children. Of notable importance is the increased role of collaborating with international experts dealing with child sexual abuse and exploitation. Whether it is research or the development of timely educational material, experts around the globe are contributing to our important work.

On a national and international level, we are being seen as a trusted partner and leading agency contributing to the protection of children.

NATIONAL OUTREACH

This year, the Canadian Centre's advocacy efforts included: participation in a Public Safety Canada press conference announcing legislation to eliminate pardons for serious crimes; five presentations to federal and provincial government committees; two roundtable discussions regarding human trafficking; and, a presentation to western Canada's Justice Ministers on our programs and services to combat the sexual exploitation of children. These events included:

A presentation to the House of Commons Standing Committee on Justice and Human Rights:

In October 2010, the Canadian Centre's Executive Director, Lianna McDonald, was called as a witness before the House of Commons Standing Committee on Justice and Human Rights regarding Bill C-22 — an Act respecting mandatory reporting by Internet service providers of Internet child pornography. The presentation provided an overview of online child sexual exploitation, the work of Cybertip.ca and its research findings, and why mandatory reporting will help combat the problem.

“ I wanted to commend you [the Canadian Centre] for the work that you do. I think Canadians understand that government can only do so much, and we need Canadians to work together with us on this problem. You're doing yeoman's service to Canadians by continuing to fight the fight against the sexual exploitation of our children. So thank you. ”

Committee Chair Ed Fast, Member of Parliament for Abbotsford, BC.

A presentation to Saskatchewan's Senior Inter-Ministry Steering (SIMS) Committee:

In November 2010, the Canadian Centre's Executive Director, Lianna McDonald, and Director of Missing Children Services, Christy Dzikowicz presented to the Saskatchewan Senior Inter-Ministry Steering (SIMS) Committee about the Canadian Centre and our new national missing children services program, MissingKids.ca.

A roundtable discussion on human trafficking:

In January 2011, the Canadian Centre for Child Protection hosted a roundtable discussion on human trafficking with Canada's Public Safety Minister, Vic Toews, and Winnipeg MP Joy Smith.



A presentation to Western Ministers Responsible for Justice:

In February 2011, the Canadian Centre's Executive Director, Lianna McDonald, and Director of Cybertip.ca, Signy Arnason, made a presentation at a Winnipeg meeting of western attorney generals and solicitor generals. Held at the Manitoba legislature, their presentation focused on the Centre's programs and services to combat the sexual exploitation of children and plans for future initiatives.

“ Children and youth are our future, but they are, at the same time, the most vulnerable members of our society. We must strive to do whatever we can to protect them from sexual exploitation. Our partnership with the Canadian Centre for Child Protection is a key element of our strategy to protect children. ”

Manitoba Justice Minister Andrew Swan, Manitoba government press release.

A presentation to the House of Commons Standing Committee on Bill C-54:

On February 7, 2011, the Canadian Centre’s Executive Director, Lianna McDonald, and Director of Cybertip.ca, Signy Arnason, presented to the House of Commons Standing Committee on Justice and Human Rights with regard to Bill C-54: Protecting Children from Sexual Predators Act. The bill would amend the criminal code to increase or impose mandatory minimum penalties for certain sexual offences involving children. The bill would also create two new offenses — that of making sexually explicit material available to a child, and of agreeing or arranging to commit a sexual offence against a child.

“It is critical that governments recognize the particular vulnerability of children, combined with the fact that in today’s society children are connected to a technological world that allows unprecedented access to them. This unlevel playing field has given children a new, largely unsupervised playground and has opened to doors for adults to take full advantage of this opportunity. For this reason, the Canadian Centre for Child Protection supports Bill C-54 and urges the government to move swiftly and enact this important legislation to better protect Canada’s children.”

Lianna McDonald, in her remarks to Committee.

Presentation to the Standing Senate Committee on Legal and Constitutional Affairs on Bill C-22:

On February 16, 2011, the Canadian Centre’s Executive Director, Lianna McDonald, and Director of Cybertip.ca, Signy Arnason, presented to the Standing Senate Committee on Legal and Constitutional Affairs regarding Bill C-22: an Act respecting mandatory reporting by Internet service providers of Internet child pornography. This bill passed and received royal assent in March 2011.

“There are two co-existing realities surrounding how the web facilitates child abuse and exploitation. The first problem is the publicly available child abuse material and content, usually in the form of websites. The second is how offenders use Internet services to facilitate the abuse of children.... We support Bill C-22 because it rightly addresses the challenges regarding Internet-related child abuse and exploitation.”

Lianna McDonald, in her remarks to Committee.

“The creation and distribution of child pornography is an unspeakable crime which will not be tolerated in Canada. Our legislation will assist police in tracking down Internet sexual predators and rescuing children from sexual exploitation.”

The Honourable Rob Nicholson, Justice Minister and Attorney General of Canada, March 3, 2011 federal news release.

KEY NATIONAL EVENTS

Queen’s Royal Tour Dinner:

The Canadian Centre’s Executive Director, Lianna McDonald, was one of the 380 select guests that attended this event which took place in July 2010.

Governor General Installation Ceremony:

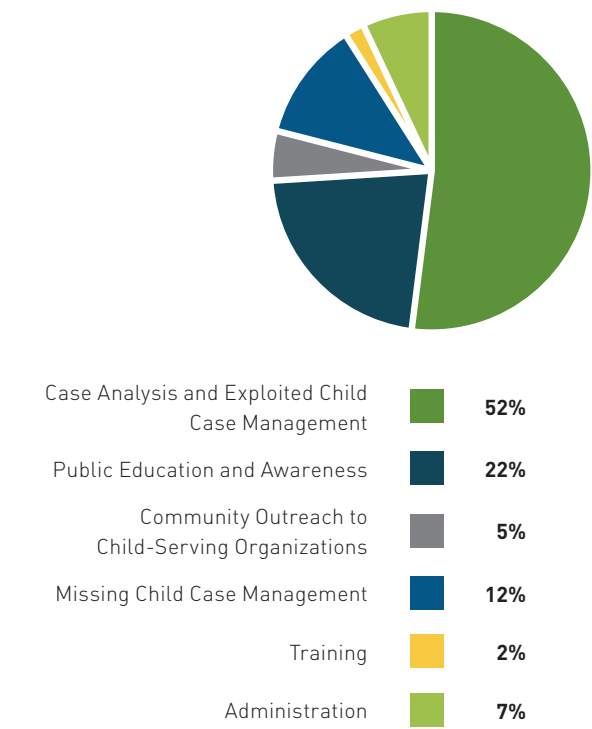
The Canadian Centre also attended the October 2010 installation ceremony of Canada’s new Governor General, the Right Honourable David Johnson. In his installation speech, the Governor General noted that “there is much work to be done to fully achieve our vision of a smart and caring nation... it is essential to support families and children, to reinforce learning and innovation, and to encourage philanthropy and volunteerism.”



financial statements

	12 MONTHS ENDING MARCH 31, 2011	12 MONTHS ENDING MARCH 31, 2010
ASSETS		
Current Assets	1,098,240	1,427,902
Capital Assets	28,408	49,781
	1,126,648	1,477,683
LIABILITIES		
Current Liabilities	211,854	539,538
Deferred Contributions	480,794	484,353
Deferred Capital Contributions	28,408	49,781
	757,909	727,170
NET ASSETS	405,592	404,011
	1,126,648	1,477,683
REVENUE		
Contributions	2,243,706	2,383,630
Sponsorships	774,926	882,714
Products & Services	355,980	183,097
Donations	283,648	426,324
Grants	132,470	43,764
Events	45,282	360
Other Income	25,534	12,831
	3,861,546	3,932,720
EXPENSES		
Programs	3,503,067	3,428,255
Administration	307,427	328,473
Events	23,398	2,733
Amortization	26,073	46,439
	3,859,965	3,805,900
EXCESS OF REVENUE OVER EXPENSES	1,581	126,820

93% of the Canadian Centre’s Revenue supports program services:



This financial information is extracted from the 2011 consolidated financial statements audited by BDO Dunwoody LLP. Copies of the complete audit report are available upon request.

special thanks to our supporters

SUPPORTERS OF THE CANADIAN CENTRE FOR CHILD PROTECTION AND ITS PROGRAMS

The Canadian Centre for Child Protection is supported by many generous organizations in a number of innovative and resourceful ways. It is only appropriate that a special area of our Social Value Report be set aside for them, in recognition of their commitment to child protection and their dedication to our work. A special thank you to the many individuals as well as the following businesses and organizations for their financial and/or in-kind contributions during the 2010–11 year:

55714 Manitoba Ltd.	AVW-TELAV	Booth Dennehy LLP	Frontiers North
A Child’s Place	Babymoon Ultrasound	Boston Pizza	Fusion Grill
A Plus Vending	Bailey’s Restaurant	Bread & Circuses Bakery Café	General Teamsters Local Union 979
Academy Uptown Lanes	BDO	Brown, Brian	Gilded Lily’s
Agrium Inc.	Beausejour Co-op	Canada Safeway	Global TV
All Time Group	Bell	Canadian Wireless	Global Winnipeg
Alliance Marine and Sport	Beta Sigma Phi — Xi Delta Chapter	Telecommunications Association	Google
Allmove	Beyond Borders	Cangene Corporation	Government of Canada
ALYST by Abbey Sanchez David	Bill Knight Flooring	Cargill Limited	Government of Manitoba
Ania Forster Hair Design	Bison Transport	Celebrations Dinner Theatre	Granite Hills Golf Course
Arbonne	Bistro 7¼	CHUM Radio — BOB FM, CURVE FM & 1290 CFRW	Hair Do Zoo
Assessippi Ski Area & Winter Park	Blind Ambitions	CIBC	Hayes eLaw
Assembly of Manitoba Chiefs	BMO Employees Charitable Foundation	City TV	Healthy Child Manitoba
Assiniboia Downs	Boeing	Costco	Hilton Suites
Aurora Family Therapy Centre	Boeing of Canada 176 RCACS	Crescent Beach Cottages	Honeywell
		CTV Winnipeg	Horizon Insurance
		Danali His & Hers Urbanwear	Hot 103
		Diamond Gallery	Hot Yoga Winnipeg
		Do It Yourself Framing	Ichiban
		Dominion Divers	Impact Fitness
		Domo Gas	J. Fox’s Pub
		Edible Arrangements	Jeanne’s Bakery
		Edward Carriere Salon	Jeld-Wen Windows & Doors
		Elephant & Castle	Just for Looks Hair Design and Spa
		Essentials Body Store	Kent Road School
		Face Up Salon	KGS Group
		Family Florists	Krevco Lifestyles Inc.
		For Eyes	Lafarge
		For Space Sake	Lakeview Hotels and Resorts
		Forensic Psychological Services	Larters at St. Andrews Golf & Country Club
		Fort Garry Hotel, Spa & Conference Centre	Les Missionaires Oblate de St Boniface
		Fort Rouge Plate & Auto Glass	Life Benefits Solutions
		Fort Whyte Alive	Lifetouch Canada
		Friends of the Winnipeg Public Library Inc.	Lightvisions
			London Limos
			MacDonald Youth Services

Macyk's Florists	Myers Weinberg LLP — Joel J. Dudeck	Sears Polo Park	Tinkertown Family Fun Park
Manitoba Association of Chiefs of Police	MyThum	Securis	TJR Foundation
Manitoba Blue Cross	Naleway Foods	Selkirk Chevrolet Pontiac Buick GMC Ltd.	Toad Hall
Manitoba Canola Growers	Nature First Tours & Transportation	Shapes Fitness Centres	TotalShe
Manitoba Chicken Producers	Nomad Productions	Shaw Communications Inc.	Tundra Inn
Manitoba Children's Museum	Nygard International	Shear Style	Turnkey Networks
Manitoba Department of Justice	Out 'N' About Travel	Shelter Canadian Properties Ltd.	United Association of Plumbers and Pipefitters, Local 254
Manitoba Egg Producers	Paddlewheel-River Rouge Tours Ltd.	Shoppers Drug Mart — Grant Park	University of Winnipeg Book Store
Manitoba Hydro	Pattison Outdoor	Shoppers Drug Mart — Unicity	Vancouver Canucks
Manitoba Liquor Control Commision	Perkins Family Restaurant	Showtime Productions Inc.	Vertical Adventures
Manitoba Lotteries Corporation	Pfizer Canada	Si Senora Cleaning	Via Rail
Manitoba Moose Hockey Club	Pinawa Golf Club	Sigurdson Macfadden & Associates	Volunteer Manitoba
Manitoba Moose Yearling Foundation	Pony Corral	Sommerfeld, Gerhard & JoAnne	W S Machining & Fabrication
Manitoba Museum	PPW Chartered Accountants LLP	South East Child & Family Services	Western Canada Aviation Museum
Manitoba PC Caucus	Prairie Theatre Exchange	Southside Golf Course	WestJet
Manitoba Premier Greg Selinger and the NDP Caucus	Premier Printing	Steinbach Credit Union	Winnipeg Airports Authority
Manitoba Public Insurance	Printcrafters	Stella's Bridal Gallery	Winnipeg Blue Bombers Football Club
Manitoba School Boards Association	Prober Law Offices	Strada Spa	Winnipeg Free Press
Manitoba Teachers' Society	R.D. Sales	Struve, Summer	Winnipeg Goldeyes Baseball Club Inc.
Manitoba Theatre for Young People	Rae & Jerry's Steak House	Studio Publications	Winnipeg Police Service
Mariaggi's Theme Suite Hotel	Ranger Insurance	Supreme Basics	Winnipeg Police Service
Marymound	RCMP D Division	Sutton Place Hotel	Winnipeg Symphony Orchestra
Maxy's Leather Fashions	RE/MAX of Winnipeg	Swank	Woodlands Physiotherapy
McGowan Russell Group	RE/MAX Performance Realty	Sydney's at the Forks	WOW Hospitality Concepts
McMunn & Yates Building Supplies	Recycled Seatbelts	Tavern United — Canad Inns	YMCA — YWCA of Winnipeg
Mercedes-Benz Winnipeg	Red River Exhibition	TD Canada Trust	
Microsoft	Rob Willits Sales	TELUS	
Miller's Super Valu Meats	Rona	Terry Ortynsky Nissan	
Mondetta	Royal Winnipeg Ballet	The Catholic Women's League	
Monticchio Ristorante Italiano	Rumor's Restaurant & Comedy Club	The Keg Steakhouse & Bar	
Morden's Chocolate	Safety Services Manitoba	The Meadows at East St. Paul Golf Course	
Moxie's Classic Grill EATZ Enterprises	Samuel Coil Processing Ltd.	The Pollard Family Foundation	
MTS Allstream	SaskTel	Thunder Rapids Fun Park	
	Saucers Café		
	Sea North Tours		

Founding Partners:



Government
of Canada

Gouvernement
du Canada



protectchildren.ca