

### MESSAGE FROM OUR CEO, JANET CAMPBELL

Dear Friends and Supporters,

It is with a deep sense of gratitude and excitement that I get to share this update with you! Your incredible on-going support enables the Foundation to make a real difference in the fight against human trafficking across Canada. Thanks to your time and financial gifts, we can protect our youth and care for the vulnerable.

As I look back on the first few months of this year, I am moved by the dedication and passion of so many people for this cause. From the tireless volunteers who helped hang our Trafficking Signs posters in communities across Canada, to the compassionate professionals who dedicate their careers to caring for those who have been victimized, to the inspiration I draw when I witness the strength and resilience of survivors on their healing journey it is truly inspiring”.

There is still so much work to be done to bring this issue to the forefront. Every Canadian needs to be educated and mobilized in their own community!

That’s why our annual **Joy in Action** event is so important. It’s a fun and simple way for everyone to get involved, and the impact is incredible! This event helps us engage more Canadians,

raise awareness, and provide much-needed funds to build and deliver programs. I sincerely hope you will join us this year and help to bring this issue to the forefront in your own community.

We are truly making a difference! Through our “See The Trafficking Signs” campaign, we have been able to raise awareness about human trafficking in local communities. I had a meaningful encounter with a retail clerk at the mall who shared with me that he was unaware of the prevalence of human trafficking in her area until he saw our billboard. He expressed his gratitude for the opportunity to learn more about this issue. Additionally, we have had the privilege of assisting a survivor who is using their own experience to make a positive impact on the lives of others. Even the small things we do, like hosting recent survivors for a Valentine’s dinner, or working directly with a hospital to provide support for a recovering survivor to meeting with parents who are concerned that their child may be vulnerable, makes a big impact.

Thank you so much for your continued support to help to make this happen!



**Janet Campbell**  
CEO, Joy Smith Foundation

### INTERNATIONAL VISITORS LEADERSHIP PROGRAM



Recently, Janet was invited to be Canada’s sole representative at the **Trafficking in Persons Project** as part of the International Visitors Leadership Program (IVLP), a professional exchange program organized by the U.S. Department of State. This program brought together accomplished professionals nominated by U.S. embassies across the globe from 24 countries to engage in discussions about combating human trafficking.

Over the course of three weeks, Janet traveled to five regions in the United States, including Washington, DC; El Paso, Texas; Seattle, Washington; Atlanta, Georgia; and New York, New York. She met with law enforcement, border patrol, non-government organizations, government departments, and service providers to explore various strategies for addressing human trafficking.

Throughout the program, Janet engaged in discussions with leaders from around the world about implementing anti-trafficking policies in their home countries. After a few short weeks, Janet has made some lifelong connections from around the world that are dedicated to working together to end human trafficking.

## RECENT EVENTS



Mrs. Smith attended the inaugural WEDO (Women Entrepreneurship Day) Manitoba Summit last fall. She spoke to empower young female entrepreneurs in their roles and educate them on human trafficking in Canada.



It was wonderful to meet with the Manitoba Minister of Education, Wayne Ewasko earlier this year to discuss human trafficking in Manitoba. It is gratifying to have a Minister who understands the issue and wants to help.



Thank you to the Manitoba Government for their support and funding toward our #TraffickingSigns campaign.



Standing with our friend Paul Brandt to combat human trafficking at the Zero Tolerance event in April.



On February 22nd we marked National Human Trafficking Awareness Day by launching our national "See the Trafficking Signs" campaign with the Winnipeg Police Service and Manitoba RCMP.



We were honoured to speak at Manitoba's Human Trafficking Awareness Day at the Canadian Museum for Human Rights on March 16th. Left to Right: Janet Campbell, Anita Campbell from Manitoba Métis Federation, Joy Smith and Brian Koontz, US Consulate.



We were thrilled to meet with Tammie Sutherland and Breakfast Television to discuss the national "See the Trafficking Signs" campaign.



**Please consider a monthly donation.**

A monthly donation provides us with a consistent and reliable source of funding – letting us implement the long-term Prevention and Intervention Programs that WILL see our mission of ending human trafficking in Canada come to reality.

**\$25**

**a month for a year**

Your gift will support the Foundation's daily front-line work. This gift will go right into action supporting such activities as the daily requests to meet with parents of at-risk youth, working directly with police officers to gain justice for victims, and our advocacy efforts to end human trafficking in Canada.

**\$45**

**a month for a year**

Shine a spotlight on the risk of human trafficking in Canada. This gift covers the costs associated with the Foundation delivering a school presentation.

**\$150**

**a month for a year**

Enables the Foundation to connect a trafficked survivor to the personalized care and support they need to heal and rebuild their lives.

**\$1,000**

**a month for a year**

An enduring gift that will fund the creation and the on-going availability of one online course on the National Human Trafficking Education Centre website.



Donate at [joysmithfoundation.com/donate/](https://joysmithfoundation.com/donate/) or mail a cheque made payable to **Joy Smith Foundation Inc.** to **JOY SMITH FOUNDATION** 1800 - 201 Portage Avenue, Winnipeg, MB R3B 3K6



# JOY<sup>IN</sup> action

## RUN, WALK & BIKE

**AUGUST 12TH – 20TH, 2023 • FREE ENTRY**

Join us for an exhilarating and heartwarming experience at Joy In Action, a fundraising event that brings together a community committed to making a big impact through small steps. This event aims to raise funds for the Joy Smith Foundation's Intervention and Prevention programs, which empower survivors of human trafficking and prevent others from falling victim to this heinous crime.

### Sign-up today to start fundraising!

Whether you choose to participate in person or virtually, there are plenty of ways to get involved and show your support.

Run, bike, walk, or embark on your own adventure, and make a tangible difference in the fight against human trafficking. By joining us for Joy In Action, you will not only contribute to a worthy cause but also raise awareness about this critical issue.

We are looking for enthusiastic volunteers to assist us in organizing in-person events across Canada. If you are interested in giving us a hand, please reach out to the Foundation.

Invite your friends, family, and co-workers to participate in Joy In Action. There are no registration fees, every dollar raised will go directly to supporting the Foundation's programs. Let us unite to make a lasting impact and bring joy to the lives of those affected by human trafficking.

### Take small steps, make a big impact!

Register at [events.joysmithfoundation.com](https://events.joysmithfoundation.com)

**JOY SMITH FOUNDATION**

1800 – 201 Portage Avenue, Winnipeg, MB R3B 3K6 • (204) 691-2455





NEW CLOTHING OR JEWELLERY  
WITHOUT HAVING MONEY

# SEE THE TRAFFICKING SIGNS

TRAFFICKINGSIGNS.CA



Change in attitude towards  
school, regular activities, friends



Using two  
cell phones



Frequent sleepovers  
at a friend's house



Sudden interest in a man  
several years older



Sudden change in style  
of dress or makeup



Grades are  
dropping



New circle of friends and  
isolation from their old group



Unexplained cuts  
or bruises



## NATIONAL “SEE THE TRAFFICKING SIGNS” CAMPAIGN



We launched the “See The Trafficking Signs” campaign with a clear objective – **to raise awareness on the harsh reality of human trafficking in Canada.** The response to our campaign has been phenomenal.

We’ve had an astounding 250 million views of the campaign ads on billboards and digital signs. Our media interviews on CBC, CTV, CityTV, and the National Post have further amplified our message, reaching a wider audience. We’re proud to report that thousands of people have visited the [traffickingsigns.ca](https://traffickingsigns.ca) website, numerous shares of our social media posts and we’ve fielded calls from victims who are now getting help as a result of seeing our campaign.

None of this would have been possible without the tireless efforts of our wonderful marketing agency partners, Diamond Marketing, and our long-time video production partner, Taylor Reid. We’d also like to extend our heartfelt gratitude to some major donors who supported this campaign from its inception.

We’ve taken the first step towards raising awareness, and we’re now counting on your support to continue our fight against human trafficking in Canada. Together, we can make a real difference and put an end to this heinous crime. Thank you for joining us on this journey.

## JOYFUL ASCENT: KILIMANJARO

### ***A journey that will push you to new heights!***

In February 2024, a group of fundraisers are heading to Mount Kilimanjaro, Tanzania to climb the tallest freestanding mountain in the world. Will you consider joining them?

The Joyful Ascent climb aims to honour the remarkable strength and resilience of sex trafficking survivors. Each participant will climb in tribute to a survivor.

This challenge is led by a long time Foundation supporter, David Wilson. “Every step-up Mount Kilimanjaro is a step closer to making a positive impact to stop human trafficking in Canada. With each summit, we are not only conquering a mountain but also conquering challenges that stand in the way of progress. So let us climb higher, dream bigger, and reach for the top, knowing that every dollar raised brings us one step closer to a better future for a trafficked survivor.”

All money raised from this climb will go directly to support the Intervention and Prevention programming of the Foundation.

***So, what are you waiting for? The challenge of your lifetime awaits you. Embrace the journey, push your limits, and make a lasting impact with Joyful Ascent.***



For further information on the climb, visit our website [joysmithfoundation.com](https://joysmithfoundation.com) or please reach out to the Foundation.



# AIR CANADA FOUNDATION

We are thrilled to share the wonderful news about the renewal of our partnership with the Air Canada Foundation! For several years, the Foundation has been an invaluable partner, helping us to transport survivors to safety.

Now, we're excited to announce that the Air Canada Foundation is taking their support even further by extending their financial assistance to our survivors' intervention programs. This important support means that once a survivor

is returned to safety, they will have program support to start their healing journey and to take steps to rebuild their life.

We cannot express our gratitude enough to the Air Canada Foundation for their unwavering dedication and support. Thank you from the bottom of our hearts! Together, we will continue to make a positive impact on the lives of those affected by this heinous crime.

## MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends,

For the past 25 years, our organization has been blessed to work with over 7,000 survivors and their families. Each and every one of them has left an indelible mark on our hearts, and we are honoured to call them our friends. Witnessing their incredible resilience and transformation has been nothing short of miraculous, and it is one of the reasons why we continue to do this work day in and day out.

It is rare that Founders of organizations, like mine, have the privilege of having one of their family members step up to carry on the mission.

My daughter, Janet Campbell, has chosen to take on this monumental task. Janet has been an integral part of our Foundation since I left for Parliament, and her expertise in working with survivors and their families is simply remarkable.

We know that the road ahead will not be easy. There will be days when the challenges we face will seem insurmountable.

But I have faith in Janet's strength, wisdom, and resilience. She has the determination to see this mission through to the end. However, she cannot do it alone. She needs your support, both in prayer and financially, to continue our good work.

To our donors and supporters, you are truly precious to us. Without you, many young lives could be lost. You have given hope and a future to those who have suffered unimaginable pain and trauma. And for that, we are forever grateful.

Together, we can make a difference in the lives of countless survivors and their families. Let us continue to fight against human trafficking and provide hope to those who need it the most. Remember, the life of just one child is worth it all.

Thank you for your unwavering support.



Joy Smith B.Ed, M.Ed, O.M.  
Former Member of Parliament  
Founder of the Joy Smith Foundation



joysmithfoundation.com • info@joysmithfoundation.com • (204) 691-2455



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