

### MESSAGE FROM OUR CEO, JANET CAMPBELL

I am encouraged by the growing awareness of the human trafficking crisis in Canada among Canadians. Thanks to our collective efforts, we are witnessing the power of unity and action at the grassroots level.

I'm proud to report that our network of allies continues to expand, with diverse partners from all sectors joining the cause. The Joy Smith Foundation is fortunate to have partners across Canada who want to end human trafficking as much as we do. From passionate individuals to student organizations to corporate entities, each new collaboration strengthens our collective impact and brings us closer to our shared goal of ending human trafficking in Canada.

Our "See The Trafficking Signs" campaign has resonated deeply, reaching millions of Canadians for the second consecutive year. Major media outlets like CBC, CTV, the Toronto Star and others have amplified our message, sparking crucial conversations and driving real change. We have had thousands of people visit the [traffickingsigns.ca](http://traffickingsigns.ca) website, and we've fielded calls from survivors who are now getting help as a direct result of seeing the campaign.

#### Raising Awareness and Fundraising with JOY IN ACTION

Realizing the life-saving potential of awareness in stopping human trafficking ignites our determination to engage every Canadian community in Joy In Action. Participants run, bike or walk to shine the spotlight on the role all Canadians play in being a part of the solution to end trafficking.

As we celebrate these achievements, let us remain steadfast in our dedication to this cause. Together, we can continue to make meaningful strides towards a future free from the scourge of human trafficking.

Thank you for your unwavering support and commitment to this critical mission.

With boundless gratitude,



**Janet Campbell**  
CEO, Joy Smith Foundation



Meeting with the **NEW U.S. Consul for Manitoba, Marilyn Gayton Hamiel.**

We had a productive conversation on the issue of human trafficking and our work.



As part of the **Bright Futures Barrie Project**, Janet conducted a workshop for a variety of Barrie, Ontario area organizations that support and help at risk youth and young adults.



An incredible turn out for a UBC student-led initiative called **Stop the Traffic**. The group held a 5km charity run to raise awareness and funds for the Foundation's Intervention and Prevention programs. Thank you for their support!

## SPOTLIGHT | MONTHLY DONOR: DANA DENNIS



Dana Dennis's journey with the Joy Smith Foundation began eight years ago when she and her husband attended a church presentation on Human Trafficking in Toronto. Having witnessed the global reach of this issue due to her experiences living abroad, Dana was deeply moved by the Foundation's focus on education and survivor support, particularly as it struck close to home with a family in their church facing a similar ordeal with their daughter.

*"As a business owner, I realized that while I couldn't always volunteer my time, I could contribute financially. Trusting in God's guidance, I made my first donation and committed to monthly giving. It was a way for me to make a tangible difference."*

*"I'm drawn to the Joy Smith Foundation's focus on raising awareness and aiding survivors, particularly within Canada. Their programs targeting vulnerable groups like school-aged children and intervention efforts resonate deeply with me."*

*"Human trafficking is a pervasive issue that demands our attention. It's more prevalent than we realize, and we all have a responsibility to address it. It's a difficult reality to confront, but it's essential."*

# Our Podcast to Empower and Enlighten

LUMA & Bloom

**SEASON 1** of Luma & Bloom is officially out and, as we get ready for SEASON 2, we wanted to take some time to look back at all the first season has to offer.

Going into a podcast, we really had no idea what to expect, but we knew we wanted to create a safe space for our listeners and our guests. Coming on to a podcast can be a nerve-wracking task, so we want to thank all of our incredible guests for their vulnerability and for trusting us with their stories.

To date, we have received over 8K downloads, across 44 different countries, and are reaching new people every single day!

And last but certainly not least, we want to say a massive Thank You to all of you who have tuned in to listen and support the show. We have been overwhelmed by the response so far and are excited to bring you more incredible stories in SEASON 2!



Nic & Kate  
Hosts

*"I have been binge listening to your podcast – is that a thing? I am having a million little LUMA moments and I'm just pausing to say thank you."*

You can listen to Luma and Bloom on your favorite podcast service.



Donate at [joysmithfoundation.com/donate/](https://joysmithfoundation.com/donate/) or mail a cheque made payable to **Joy Smith Foundation Inc.** to **JOY SMITH FOUNDATION** 201 Portage Avenue, 18th Floor, Winnipeg, MB R3B 3K6

# Empowering Our Youth

## PRACTICAL TIPS FOR ONLINE SAFETY

While the internet provides endless opportunities for connection and learning, it also holds potential risks, especially from online predators. Here are some tips on how you can equip your children with the knowledge and tools to stay safe:



### Understanding Online Luring

Start by explaining the concept of online luring to your children. Online luring means when someone tricks or persuades a young person they meet online into doing things they shouldn't.

The goal of online luring is to establish a relationship of control over the victim, leading to potential physical harm, sexual abuse, or exploitation.



### Identifying Red Flags

Teach your children to recognize red flag behaviours that signal an unsafe situation. These may include:

**Excessive Attention Groomers** – often shower children with an overwhelming amount of attention, messages, and compliments, seeking to establish a sense of dependence.

**Inappropriate Affection** – Be wary of exchanges that become overly personal or affectionate, as well as requests for personal information or photos.

**Secrecy and Requests for Secrecy** – Predators may encourage children to keep their conversations secret from trusted adults, or setup separate secret accounts so that parents won't see their conversations.



### Ending Uncomfortable Conversations

It's important for young people to feel strong and able to set limits online. Talk about ways to stop conversations that make them feel uncomfortable or end online friendships. Tell your children that they have the power to stop a conversation or block a person who is making them feel uncomfortable.



### Seeking Help

Emphasize the importance of seeking help from a trusted person. Assure your child that they're not alone and that it's never too late to ask for help.

Online luring escalates quickly. It is important to understand that it is never the victim's fault. All blame and shame lies solely on the online predator.

By engaging in open and ongoing conversations about online safety, parents and caregivers can empower youth to navigate the digital landscape with confidence.



For the second year in a row, our **"See The Trafficking Signs"** advertising campaign raised awareness on the harsh reality of human trafficking in Canada. National media coverage on such outlets as CBC, CTV, CityTV, Toronto Star, and the Globe and Mail amplified our message. We've had thousands of people visit the [traffickingsigns.ca](http://traffickingsigns.ca) website, and we've fielded calls from victims who are now getting help as a direct result of seeing the campaign.



A collaboration between the Foundation and **Empowered with Meg Ryan**, created an enlightening educational episode to showcase the Foundation's fight to end human trafficking in Canada. You can view the episode on our website.

## CONTINUED SUPPORT



## AIR CANADA FOUNDATION

Excitement fills the air as the Joy Smith Foundation proudly announces the ongoing partnership with the Air Canada Foundation is renewed for 2024, continuing their vital support for our mission. This renewal marks a continued commitment to our shared mission to combat human trafficking and support survivors.

For multiple years, Air Canada has been an indispensable ally, playing a pivotal role in ensuring the transport of victims and survivors to places of safety. In addition, the Air Canada Foundation will continue their financial support of our Intervention programs.

With this continued support, survivors receive not only physical refuge but also the necessary resources to embark on their journey to recovery. By investing in our Intervention initiatives, the Air Canada Foundation demonstrates a steadfast commitment to addressing the multifaceted needs of survivors, empowering them to rebuild their lives with dignity and strength.

Together, with the support of partners like Air Canada and the Air Canada Foundation, we will continue to bring hope, healing, and justice to survivors.



## MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends and Supporters,

It has been a very busy year with the work to prevent human trafficking and to support the survivors of human trafficking.

We are filled with gratitude for the many faith-based people and caring individuals across Canada that have felt the call on their hearts to adopt a survivor and help take care of them on their journey to recovery.

You, our donors, have played an integral part in the prevention of our youth being lured and trafficked by predators. You are the unsung heroes that provide us with the funding to restore the lives of the survivors of human trafficking. You make a huge difference in preventing human trafficking from happening in the first place and have helped us to provide programs and the essentials of life to help them get on their feet. You have allowed their star to shine! The resilience and the healing they have displayed is remarkable. Even though many have gone through despicable torture and deceit from the very people they originally trusted.

These survivors have able to overcome and become independent citizens in our communities across our Nation... providing for themselves and their families because of you.

If you are not a monthly donor now, please consider becoming one. This helps us stabilize our budgets and plan our long-term support for the survivors. It's easy to do – just call our office at (204) 691-2455 and we'll help get you set up to be a monthly donor.

You are making a huge difference in helping to eradicate this horrid crime against our youth and restoring the lives of the survivors who have fallen victim to these predators.



Kindest regards,

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



We attended **Missionfest Manitoba**, an annual gathering of missions from across the province and Canada. The Foundation hosted a breakout session for those interested in helping trafficking survivors integrate into their local church and community.

## SURVIVOR REFLECTION

One of our survivors wrote a letter to herself as part of a reflection on her experiences. We wanted to share an excerpt.

***"If I could go back and talk to myself prior to having met my trafficker, I would tell that little girl that she is still a child. That she matters. I would tell her that she is worthy of love and care. That she has a powerful voice, and what she has to say matters. She is important.***



***I would take the time to help make her feel seen, and valued. She really just wanted at least one person she could talk to without being afraid, one person to say 'I'm proud of you' or 'you did good.' "***

We encourage everyone to remind the youth in your life of their worth and value. Find something that you can acknowledge and celebrate.



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Donate at [joysmithfoundation.com/donate/](https://joysmithfoundation.com/donate/) or mail a cheque made payable to **Joy Smith Foundation Inc.** to **JOY SMITH FOUNDATION** 201 Portage Avenue, 18th Floor, Winnipeg, MB R3B 3K6

# JOY<sup>IN</sup>action

## RUN, WALK & BIKE

AUGUST 17TH – 25TH, 2024 · FREE ENTRY

Joy In Action is an awareness and fundraising event to educate Canadians about the very real threat of human trafficking in Canada while supporting the Joy Smith Foundation.

Activities will take place during the week of August 17th to raise funds for the Joy Smith Foundation's Intervention and Prevention programs. These programs have helped over 7,000 human trafficking survivors heal and rebuild their lives.

Joy In Action is an opportunity for Canadians to come together and affect real change in their own communities. Each of us has the power to raise awareness and spark crucial conversation to protect our friends and loved ones. Realizing the life-saving potential of awareness in stopping human trafficking ignites our determination to engage every Canadian community in Joy In Action.

Sign-up today at [joyinaction.ca](http://joyinaction.ca)!

We are looking for enthusiastic volunteers to assist.

**TAKE SMALL STEPS, MAKE A BIG IMPACT!**

Register at [joyinaction.ca](http://joyinaction.ca)

IN SUPPORT OF



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# WITHIN 1 KM, SOMEONE IS BEING LURED INTO SEX TRAFFICKING.



## SEE THE TRAFFICKING SIGNS

[TRAFFICKINGSIGNS.CA](http://TRAFFICKINGSIGNS.CA)



Grades are dropping



New circle of friends and isolation from their old group



Unexplained cuts or bruises



Frequent sleepovers at a friend's house



Sudden interest in a man several years older



Sudden change in style of dress or makeup



Change in attitude towards school, regular activities, friends



Using two cell phones



New clothing, jewellery, or gifts without having money