



MESSAGE FROM OUR PRESIDENT AND CEO, JANET CAMPBELL

Dear Friends and Supporters,

I want to share with you a portion of a letter that I received. The story of this survivor is a powerful testament to resilience, courage, and hope that inspires me every day.

A young woman, someone's daughter and friend, from a small Canadian town she was drawn into the world of human trafficking. Lured by someone she thought she could trust, she was manipulated, exploited, and stripped of her freedom. *"I was groomed, manipulated, drugged, exploited and gone for my life for weeks. It happened so fast and casually..."*

She shared just how widespread and deeply rooted trafficking networks really are: *"Human trafficking is not just one or two people; it is much more organized and advanced than that."* For her, the nightmare didn't end with escape. She described the feeling of isolation and frustration, often left to fend for herself, facing disbelief and inadequate support.

Her healing journey is only just beginning, and the road ahead is fraught with unimaginable obstacles. When she finally connected with the Joy Smith Foundation, she felt, for the first time, understood and supported. *"The Joy Smith Foundation was the only support that I felt could validate and offer authentic, educated support,"* she shared. Her words are a testament to the importance of specialized care that sees and supports survivors as they rebuild their lives.

At the Foundation, we know that healing is rarely straightforward. Every survivor's path is unique, and that's why our Empowerment program walks alongside each survivor's healing journey providing customized support. But we know there is more to be done.

I am pleased to share a new chapter in our commitment to survivors: **the development of a specialized trauma program created in collaboration with Tim Fletcher Co.**

This program will provide comprehensive psychological and emotional support tailored specifically to the needs of human trafficking survivors. It's a significant investment—\$68,000 over two years for each survivor—but one that is crucial for true healing.

As I reflect on the Foundation's purpose, I am reminded of why we began—to bring hope, healing, and a new beginning to those who have suffered unimaginable injustices. The road is challenging, but with your support, we can make a profound difference in the lives of many more survivors. Together, we are not just building a bridge to recovery; we are creating a future where every survivor can live in freedom and safety.

From the depths of my heart, thank you for standing with us.

With boundless gratitude,




Janet Campbell
President and CEO, Joy Smith Foundation

PREVENTION WORKSHOP IMPACT

The impact of our recent human trafficking prevention workshops, held across several schools, speaks volumes about the power of education.

■ **Awareness of Prevention Practices**
– Before **24%** ► After **63%**

■ **Recognizing Grooming Signs**
– Before **32%** ► After **58%**

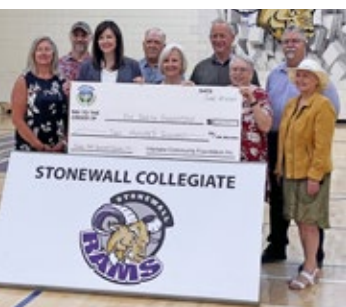
These students are now better equipped to protect themselves, their loved ones, and their communities. **Education truly is our greatest weapon!**

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

RECENT EVENTS



Knowledge is our greatest weapon in the fight against human trafficking in Canada! **We've presented to schools and community groups across the country from coast to coast this year!** If you are interested in booking a school or community presentation or workshop, get in touch at info@joysmithfoundation.com



Thanks to a **generous gift from the Interlake Community Foundation**, the Joy Smith Foundation will be able to better combat human trafficking in the Interlake area of Manitoba!



We were honoured to join former US Consulate to Winnipeg Marilyn Gayton Hamiel, at the **Clan Mothers Healing Village and Knowledge Centre's fundraising event** to celebrate co-founder Mae Louise Campbell's 90th birthday and their new building project!



It was great **meeting with Premier Wab Kinew** to discuss the issue of human trafficking in Manitoba! We look forward to taking meaningful action and working together.



We were thrilled with the support we saw for Joy In Action this year! **UPS Canada invited Janet to their annual meeting in Calgary** where the company encouraged employees to complete a 5km walk to raise funds and awareness to help prevent human trafficking from occurring in their community!



JOY^{IN}action

Joy In Action's Summer Activity 2024 was nothing short of awe inspiring! **From coast to coast, Canadians demonstrated their passion and commitment to seeing this crime stopped by completing a wide variety of activities!** They amplified our collective voice, raising both critical awareness and essential funds to combat human trafficking in Canada.

Awareness is a powerful tool in this fight, and their dedication to sharing stories and sparking conversations has made a lasting impact!

Every step they took, every question they asked, and every dialogue started has helped more people understand the realities of human trafficking and the urgent need for action. These conversations are crucial in protecting more Canadians from becoming victims.

Fundraising efforts are just as vital! The funds raised will directly support survivors and fuel educational programs across the country, empowering communities to prevent human trafficking before it happens. We're deeply grateful for every contribution, which make our ongoing work possible.

Gifts are still being gratefully accepted at joysmithfoundation.com



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

SPOTLIGHT

SELMA BROWN: A LEADER IN THE JOY SMITH FOUNDATION COMMUNITY

When Selma Brown first came across the Joy Smith Foundation, she felt an immediate connection to its mission. For several years, she has been a generous donor, and recently, she decided to get even more involved by volunteering her time.

Selma recently volunteered at the Joy In Action event at Birds Hill Park, where she helped distribute educational materials and resources to the public. For Selma, the experience was incredibly rewarding. ***"Hearing people say, 'I didn't know this was happening where I live,' or 'I didn't know how young people are being targeted,' was so powerful,"*** she recalls. ***"Education and awareness are key in helping parents and communities recognize the signs of trafficking."***



Supporting the Joy Smith Foundation is deeply personal for Selma. Having faced the heartbreak of losing a child, she finds hope and purpose in knowing that her involvement with the Foundation can help protect other families. ***"Joy Smith Foundation's work to save kids' lives resonates with me,"*** she shares. ***"Knowing that the Foundation's work can prevent families from facing the same pain my husband and I experienced drives me every day. From educational presentations to survivor support, everything the Joy Smith Foundation does has the power to save a life."***

Selma encourages others to get involved, emphasizing the importance of the Foundation's mission. "Joy Smith Foundation is the leading force against human trafficking, making an impact not only here in our province but across the country," she says. "If you're interested in joining the fight, consider volunteering or supporting a fundraising event—I highly recommend it!"

Through her contributions, Selma exemplifies the spirit of the Joy Smith Foundation community. Her story reminds us that everyone has a role to play in creating a safer, more informed society—one that stands together against human trafficking.

LUMA & Bloom

CELEBRATES ONE YEAR OF INSPIRING CONVERSATIONS



This month, Luma and Bloom celebrates a milestone: its one-year anniversary of **shedding light on vital topics, sparking meaningful conversations, and providing a platform for stories of resilience and healing.** Founded by hosts Kate and Nicole, the podcast has grown into a trusted space where listeners and guests alike find connection, understanding, and strength.

The podcast's inspiration came from a personal encounter with a young girl caught in an online world that glamorized unrealistic lifestyles, nearly leading her down a dangerous path. Moved by her story, Kate and Nicole felt compelled to counteract these influences with an authentic, real voice. Over the past year, Luma and Bloom has explored topics intersecting with human trafficking and shared stories that reflect the complex realities many face today.

"We all have a story," Kate reflects. "Each of us has a journey worth telling, and it's been incredible to see the healing that comes from connecting." Nicole adds, ***"I don't think I've ever walked away from recording without feeling impacted. The guests always leave me touched by their openness."*** This authenticity resonates deeply with listeners, who often reach out to share how the episodes help them confront their own experiences.

As they look to the future, the hosts are excited to explore more complex topics, ensuring the podcast remains a beacon of hope and knowledge.

Tune in to Luma and Bloom on your favourite podcast platform to be part of these powerful conversations.

"I am in absolute awe of the support the Joy Smith Foundation provides, and if there's anything I can ever do in terms of involvement or support from afar, please let me know as I would love to be a part in any way I can. Keep up the incredible work!" — Katelyn, Service Provider



MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends and Supporters,

I begin each day with a grateful heart. Grateful that we have been able to impact so many to prevent our youth from being trafficked. Grateful that my family continues to join me in combatting human trafficking in our country and beyond. Grateful that we are privileged to work with law enforcement everyday and help bring traffickers to justice.

Coming into the Christmas season, we will be distributing **Christmas Baskets** to the families of the survivors we work with every day. These baskets include food, and a carefully wrapped gift that is age appropriate for each member of the survivor's family. It is so gratifying to know the families of the survivors will be able to celebrate Christmas and enjoy the warmth of the Christmas season around them.

We are filled with gratitude for all of you who have cared enough to donate so we can provide survivors and others with the programs they need to recover.

This year our **Joy In Action** event spread out from coast to coast to coast and filled many communities with the opportunity to participate in helping to stop human trafficking in our Nation. This year we had the highest participation and the highest donation margins since Joy In Action began.

The **See The Trafficking Signs** initiative had over 100 news stories on February 22, 2024—the official Human Trafficking Awareness Day for Canada. That was incredible!

So far this year, we've helped over 100 individual critical interventions that required immediate attention, not to mention the regular service needs.

We feel, you, our donors and supports are amongst our valued supporters who make it possible for survivors to breathe easier, because you join us in making their lives easier. Thank you.



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



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 per 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 per 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 per 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 per 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.



***"To know even one life has breathed easier
because you lived. This is to have succeeded."***

— Ralph Waldo Emerson



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Christmas Baskets for Survivors



Send a Christmas Basket of comfort and joy to survivors.

Imagine a holiday where gifts are more than objects—they're symbols of hope, reminders that someone cares. This Christmas, you can be the difference in a survivor's life. Through our Christmas Basket Program, your generosity will bring joy, comfort, and encouragement to survivors of human trafficking during one of the hardest seasons of the year.

What Your Gift Will Do. Every basket you help create is filled with thoughtful, hand-selected items meant to make a survivor feel seen, valued, and celebrated. From cozy blankets and nourishing snacks to small, personal gifts, each item has a purpose: to bring comfort, warmth, and a sense of belonging. And for a survivor who may have felt forgotten, your gift is priceless.

The Need is Growing. This year, the requests are pouring in. Survivors across Canada are looking forward to these Christmas Baskets as a source of holiday cheer and comfort. With each request we receive, we're reminded of how important this program is—and how essential your support is to making it happen.

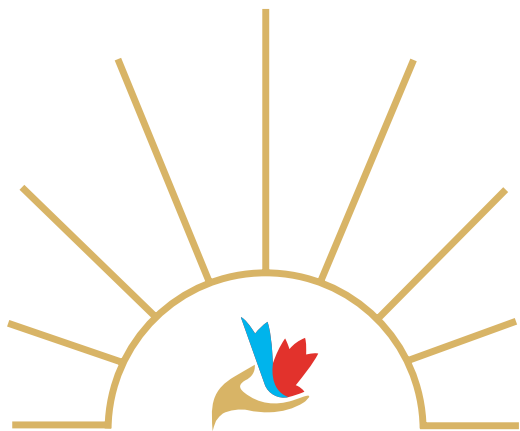


*Alexandra,
Joy, Janet
and Katelyn*



NOW ACCEPTING DONATIONS

at joysmithfoundation.com/donate/ or by mailing a cheque payable to **Joy Smith Foundation Inc.**
to **JOY SMITH FOUNDATION** 201 Portage Avenue, 18th Floor, Winnipeg MB R3B 3K6



Illuminate Hope Gala

Standing Together Against Human Trafficking

FEBRUARY 20, 2025

**CANADIAN MUSEUM
FOR HUMAN RIGHTS**



An evening to inspire change!

We are thrilled to announce the Illuminate Hope Gala, an evening dedicated to supporting survivors of human trafficking and transforming how we approach prevention and awareness.

The Gala marks a powerful moment for the Foundation, as funds raised during the evening will directly support our mission to prevent human trafficking, educate communities, and empower survivors. Most significantly, your support will fuel the vision of our future Teaching Campus, a groundbreaking resource scheduled to open in 2027. This Campus will serve a dual purpose: to prevent human trafficking through education and to offer a healing environment for survivors as they rebuild their lives.

Join us for this inspiring evening and become a part of our mission to make Canada a safer place for all. Together, we can create a future where every Canadian is empowered, educated, and protected from human trafficking.

**Tickets will be available after December 12th
at joysmithfondation.com**

*Help us Illuminate Hope—one step,
one survivor, and one community at a time.*