



# Working together to end human trafficking



**JOY SMITH**  
FOUNDATION

**2023 ANNUAL REPORT**

▶ Janet spent a day with **Canadian Border Services** officers! They discussed the issue of human trafficking and how officers can help identify potential cases of human trafficking when processing individuals entering Canada.



▲ Janet was thrilled to meet with **Tammie Sutherland and Breakfast Television** to discuss the national **See the Trafficking Signs** campaign.

◀ Thank you to the **residents of St. Malo, Manitoba** for the opportunity to share what human trafficking **COULD** look like and safety tips to prevent it from happening.

## MESSAGE FROM OUR PRESIDENT AND CEO, JANET CAMPBELL

Dear Friends,

Every day in Canada, individuals—young and old, from all walks of life—fall victim to the horrors of human trafficking. This crime strips them of their freedom, their dignity, and their future. The truth is, human trafficking affects every community, and it is only by coming together that we can stop it from spreading further.

At the Joy Smith Foundation, we have made it our mission to put an end to this injustice. Our work is rooted in education, awareness, and unwavering support for survivors. We are not just raising awareness; we are taking action to create real, lasting change across the country.

This year, our **See the Trafficking Signs** campaign reached millions, sparking a national conversation about the reality of human trafficking. As a result, individuals and communities are now equipped to spot the signs of exploitation before it's too late. Our efforts have gone beyond raising awareness—they have empowered Canadians to act. Knowledge, as we know, is the greatest form of protection, and we are seeing the ripple effect of this campaign, with lives being saved and communities becoming more vigilant and compassionate.

But while awareness is critical, it's only part of the solution. The heart of our mission is collaboration. Through our training programs, we are bringing communities together—educators, healthcare workers, law enforcement, and everyday citizens—to create a more effective and coordinated response. When we work in unison, we build a stronger, safer Canada. Each one of us plays a role in stopping human trafficking.

None of this would be possible without you. Your support has made it possible for us to reach more people, help more survivors, and continue our mission to protect those who are most vulnerable. Together, we are building a future where no one falls prey to this crime, and survivors have the support they need to heal, rebuild, and thrive.

Thank you for your dedication to this cause. Together, we are making a difference, and together, we will end human trafficking in Canada.

With deep gratitude and hope,



A handwritten signature of Janet Campbell in black ink.

Janet Campbell  
President and CEO, Joy Smith Foundation



*“There is still so much work to be done to bring human trafficking to the forefront. Every Canadian needs to be educated and mobilized in their own community!”*

– Janet Campbell

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***“You helped inform yet another group of individuals with a passion for women’s rights and human rights, about the depth and complexity of the issue, as well as the need for continued education.”***

— Tracey Bone  
Presentation to students at University of Manitoba



## MESSAGE FROM OUR BOARD CHAIR, G.T. (GORD) PERRIER

Dear Friends and Supporters,

Each year the Joy Smith Foundation makes more progress than ever to end human trafficking, support survivors and lead preventative education. Our family of donors, staff, volunteers and corporate supports are changing perceptions, improving lives and bringing hope to our community and nation. The board of directors is very proud of the team led by President and CEO Janet Campbell, their innovation and commitment to everyone we support.

The 2023 Annual Report gives us a moment to reflect on our journey and celebrate the accomplishments we have made together and act to change tomorrow. As you browse this document, my hope is that you can see how dedicated, and laser focused the team is to ensure education, collaboration, and healing fit into everything we do and lead. This is not easy work, but we have reached millions with our messages and helped many survivors, families and loved ones reconnect and flourish.

**See the Trafficking Signs, Joy in Action**, education seminars, podcasts, and direct support are making a difference. Building on these initiatives and growing our direct services is the horizon. Your support, donations and time allow us to keep moving forward, provide hope and empower survivors. Thank you for believing in the Foundation and a future when human trafficking no longer exists.



G.T. (Gord) Perrier  
M.O.M., MLShip & Mgt (Policing & Security), SHRM-SCP  
University of Manitoba, Director of Campus Security



◀ It was wonderful to meet with the **Manitoba Minister of Education, Wayne Ewasko** early in 2023 to discuss human trafficking in Manitoba. It is gratifying to have a Minister who understands the issue and wants to help.



▲ On March 16th, we were honoured to speak at **Manitoba's Human Trafficking Awareness Day** at the Canadian Museum for Human Rights.



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





***“We have had the pleasure of working with Joy since 2019. The whole experience has been so eye opening for us. We have become more aware of our surroundings and paying attention to those around us. We have learned so much about human trafficking, the laws that have been put in place to help protect women, children and anyone who is at risk of being trafficked.”***

– Ryan and Alissa Martens



## What is Human Trafficking?

Human trafficking is the forced participation in the sex trade or labour market – manipulation is used to exploit individuals and take away choice. It is one of the most heinous violations of human rights.

It can happen anywhere at anytime. Every day at-risk youth and adults are lured into human trafficking in cities and towns all across our country because they are unaware of the malicious tactics used by predators. What starts as a seemingly innocent conversation online or in real life can quickly turn into something sinister that affects lives forever.

When we know who is most vulnerable and the signs to watch for, we can all take steps to prevent it from happening.

**KNOW THE FACTS!**

## THE ISSUE

**13 YEARS**

is the average age of entry into the sex trade in Canada

**\$280,000**

average annual profit a single victim of sex trafficking in Canada can earn the trafficker in the sex trade in Canada

**93%**

of Canada's sex trafficking victims are Canadian born

### UNDERSTANDING THE ISSUE

Human trafficking is a lucrative crime and the perpetrators use sophisticated manipulation techniques to lure victims both online and in-person. Predators are talented at recognizing vulnerability and our best tool is to teach Canadians to know the signs.

Unfortunately, criminal enterprises and traffickers are actively recruiting every day in Canadian urban and rural areas, and across provincial borders. It's a growing Canadian problem that goes largely unnoticed because victims are first lured by false trust and then stripped of their ability to make decisions so that they are ultimately controlled by threats, coercion, and manipulation.

### WHO ARE THE VICTIMS?

Being lured into human trafficking can happen to anyone, anywhere, and at any time. We know that youth, women and men fall victim to this crime. Human trafficking happens in cities, towns, and rural areas across Canada. It happens to people of every age, race, and income level.

Statistically, those most likely to be at-risk include:

Women and girls; migrants and new immigrants; LGBTQ2+ persons; persons living with disabilities; children in the child welfare system; at-risk youth; those who are socially or economically disadvantaged; and

Migrant workers may be particularly vulnerable to exploitation and abuse due to many factors, such as language barriers, working in isolated/remote areas, lack of access to services and support, and lack of access to accurate information about their rights.

### FORMS OF HUMAN TRAFFICKING

Human trafficking exists in two main forms in Canada:

#### Sex Trade

**Examples** • Forced paid sexual services  
• Massage parlours • Stripping

#### Warning Signs

- Sudden interest in a man several years older
- New clothing, jewelry, or gifts without having money
- Frequent sleepovers at a friend's house
- Sudden change in style of dress or make-up
- New circle of friends and isolation from their old group
- Change in attitude towards school, regular activities, and friends
- Grades are dropping
- Unexplained cuts or bruises
- Using two cell phones

#### Labour Market

**Examples** • Nannies • Live-in caregivers  
• Agricultural or construction workers

#### Warning Signs

- Have a job offer that seems too good to be true
- Have an employer who makes threats of deportation or reporting immigration status to police
- Have an employer that withholds personal identification
- Feel their life or those they love could be in danger if they don't work long hours and/or accept a lower wage
- Have to relocate with few details and no payment upfront
- Live and/or work in inhumane/terrible conditions

### WHY DON'T VICTIMS ESCAPE?

Traffickers are skilled at luring and influencing, and they use various methods to gain and then maintain control over their victims. Grooming is a process whereby predators work to gain the trust of the victim while isolating them from family and friends. Control is kept through physical violence, sexual assault, and emotional abuse or manipulation. Victims may face severe consequences if they refuse to comply or attempt to escape. Traffickers clearly violate the basic human rights of their victims.

It is NEVER the victim's fault. Human trafficking survivors embody unparalleled strength and resilience, emerging from situations no one should ever endure. Anyone anywhere can be lured into this heinous crime, and no survivor is to blame for their circumstances.



**Within one kilometre of you,  
someone is being lured  
into sex trafficking.**





## Take Action

The most important first step you can take toward helping combat human trafficking is to know the facts – to learn more about the issue.

The more we know and understand about human trafficking, the more we can do to stop it.

One of the key focuses of the Joy Smith Foundation is the prevention of human trafficking through improved education and awareness.

The information the Foundation provides is designed to help you better understand the issue so you can make a difference for survivors and in your community.

Everyone plays a role in prevention. Working together we can prevent human trafficking in communities across Canada.

**EDUCATION  
IS OUR  
GREATEST WEAPON.**



National Human Trafficking  
Education Centre

### **JOY SMITH FOUNDATION**

This online hub provides education and tools to help Canadians across the country learn to recognize the signs of human trafficking to prevent this crime from occurring. We offer a wide variety of programs for individuals such as parents, teachers and youth, as well as professionals who work with survivors including webinars, in-person seminars, virtual training and more.

By learning about human trafficking, you will:

- Find out who's at risk and the warning signs of human trafficking.
- Know what actions to take if you suspect someone is at risk or being trafficked.
- Have conversations with your friends and family to raise awareness and stop this crime from happening.

All courses and workshops are provided for FREE. The Centre's programs are delivered in-person, online or through workshops. Help spread the word. Encourage your family, colleagues or community group to take a course too.



▲ Over 3,000 people attended **Joy Smith Foundation Human Trafficking Prevention workshops and presentations.**





***“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*





*“Thank-you so much for everything you’re doing for human trafficking and providing a safe place for young women and men to share their stories/experiences.”*

– Corinna Berg



## Empowering Survivors

We are Canada’s leading authority on human trafficking and also provide support for survivors of this horrific crime. It’s a responsibility we take seriously. Every survivor of human trafficking has a unique path to healing, and we understand the importance of providing nurturing, understanding, and steadfast support. Much like a trusted friend, we walk alongside survivors through each step of their journey, advocating for their needs and providing the kind of support that fosters empowerment and healing.

What sets the Joy Smith Foundation apart is our depth of understanding of the human trafficking experience and our commitment to addressing each survivor’s unique needs. We are more than supporters; we are partners in their journey towards healing and hope.

There is hope! Survivors can heal.  
Families can be reunited. Justice can be served.

**WE ARE MAKING  
A DIFFERENCE.**

## OUR PILLARS



### Education

Knowledge is power: it's our greatest weapon against human trafficking. Through education, we protect and advocate, as well as support survivors' healing and rebuilding journey. As the leading authority, we provide educational resources to Canadians, educators, parents, front-line responders, those working in the justice system and community members.

An extensive library of literature, videos and webinars, as well as in-person workshops, are available for free to teachers, parents, front-line responders and all Canadians.



### Collaboration

We believe in the power of collaboration. With inter-agency cooperation across Canada and the sharing of resources and information, we can amplify the strength of our collective efforts.

Human trafficking is a complex issue. It takes community members, government, and agencies working together to make significant, coordinated, and far-reaching change.



### Healing

Throughout Canada, many organizations and agencies are ready to provide help to survivors and their families. However, for many survivors finding the right healing supports can be a daunting task. We walk alongside individuals and families as they navigate the larger systems and connect them with the appropriate help to find healing, justice and a hopeful future.

Survivors can heal. Families can be reunited.  
Justice can be served.



## 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 335 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](http://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.



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

◀ 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.

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



## SEE THE TRAFFICKING SIGNS

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

# JOY<sup>IN</sup> action

## RUN, WALK & BIKE

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 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.

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

IN SUPPORT OF



2023's event wrapped up on September 30th. The event demonstrated how it transcends mere fundraising; it's a collective effort to raise awareness, ignite discussions, and inspire action within our community.

Throughout the event, participants shared powerful stories with us. Stories of random strangers approaching to discuss the personal impact of human trafficking on their loved ones. Stories of curious minds wanting to know more about Joy in Action and how they can contribute to the cause. Thank you to all the participants. Your unwavering support is what makes Joy in Action a true force for change.



▲▲ We had such a great time with the residents of The Melody Retirement Residence who held a "Walk and Roll" event in support of Joy in Action!

▲ Thank you to The Church at Pine Ridge for your leadership with our Joy In Action Birds Hill event.





*"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."*

# Our Podcast to Empower and Enlighten

The logo for the podcast 'LUMA & Bloom' is displayed on a dark blue square background. 'LUMA' is in a bold, white, sans-serif font, and '& Bloom' is in a white, elegant script font.

On November 20, 2023 the podcast affiliated with the Foundation was launched – **Luma & Bloom**. **Luma & Bloom** is another way of providing a deeper understanding of the crisis of human trafficking. The podcast offers thoughtful and insightful dialogue on topics that are otherwise avoided. We hope that you will listen in to learn and expand your understanding of the difficult topics and subjects that surround human trafficking.

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-racking task, so we want to thank all of our incredible guests for their vulnerability and for trusting us with their stories.

In order of release date:

- ▶ **Joy Smith**
- ▶ **Jan Neufeld**
- ▶ **Paul Boge**
- ▶ **Charles Mulli**
- ▶ **Deb Alcadinho**
- ▶ **Janet Campbell**
- ▶ **Robb Nash**
- ▶ **Avery Katz**
- ▶ **Sean Chuah**
- ▶ **Sesley Sloboda**



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



◀ Janet was honoured to lead a discussion on the reality of human trafficking in both Canada and the United States, with **Andrew Dawson** from Free International, at the joint **Montana and Western Canada District Kiwanis Convention** in Helena, Montana.

◀ We were filled with gratitude that **Stars On Ice** helped spread awareness and shared our **See the Trafficking Signs** campaign at shows across Canada!

▶ We enjoyed sitting down with members of the **Empowermen Project** at the Ma Mawi Wi Chi Itala Centre to talk about their incredible work in engaging men on the issue of human trafficking in their community and beyond!

▶ Janet with the **U.S. Ambassador to Canada, David L. Cohen**, for a reception in honour of U.S. Secretary of Interior Secretary Haaland.



◀ Thank you to **MP Cathy Wagantall** and **Greg Ottenbreit** for hosting a very important discussion in beautiful Yorkton, Saskatchewan to help community members learn about human trafficking and recognize the most common signs that someone could be being lured.

◀ One of the most cherished times of the year is the annual **Christmas basket collection for survivors**. In 2023, donors helped spread hope and cheer to more survivors and their families, and we couldn't be more grateful for the support!



# THE NUMBERS FOR 2023



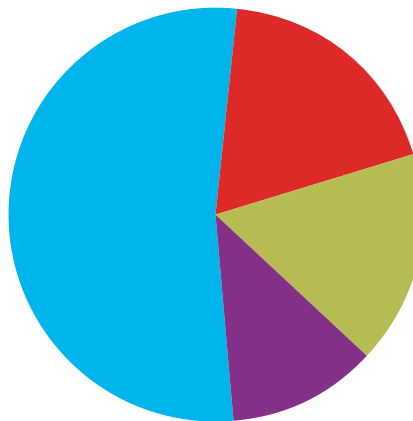
## Check out what you helped us accomplish!

Supported **100+ PEOPLE** and their families in intervention incidents!

More than **4,800 PEOPLE** attended our human trafficking workshops across Canada!

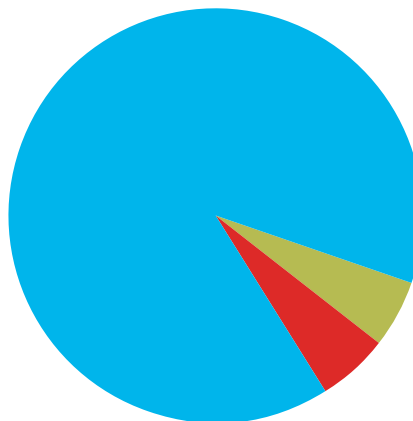
Over **335 MILLION VIEWS** of the **See the Trafficking Signs** campaign on billboards, websites, commercials, and TV guest appearances!

Launched the **Luma & Bloom Podcast** at the end of November. The podcast broke into the **TOP 200** of global Apple podcasts!



### Source of Funding


- Provincial \$100,000.00
- Federal \$142,118.00
- Grants \$160,000.00
- Private Donations \$451,000.00



### Expenditures

- People and Programs \$927,796.43
- Administration \$60,177.32
- Fundraising \$53,590.73
- TOTAL \$1,041,564.48**





***“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.”***

***– Joy Smith***

## MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends and Supporters,

I am so excited to share some of the amazing programs we are implementing across Canada with you! They are making a difference!

Our office is very busy as we reach across our Nation to bring awareness to our communities about human trafficking and how to protect our youth from predators. This year, hundreds of students have experienced presentations from the Joy Smith Foundation about human trafficking so they can gather the knowledge of how traffickers operate. When students have disclosed that they were trafficked, we work hand in hand with teachers and parents to help those students recover from their horrific ordeal.

A survivor who was still living at home while she was being trafficked said: *"I thought I was trapped. They drove past my house to let me know they were watching me. The presentation from the Joy Smith Foundation at my school gave me the courage to call and tell them what was happening. I am safe now."*

The **See the Trafficking Signs** campaign, a first of its kind, was launched across Canada and received over 335 million media impressions across print, broadcast, on-line, and advertising platforms. A survivor called our office from Toronto after she saw the **See the Trafficking Signs** billboards and tearfully thanked us for launching this initiative. She said: *"If I had seen these signs years ago and knew about human trafficking, I would never have been lured and trafficked. I would have known what to look for and I would never have been bought and sold."*

There are other programs we have launched that have enhanced our Survivors program as well as others helping others. The **Luma & Bloom** podcast has lifted many viewers up as they listen to the inspiring messages the Podcast guests relay to them.

I want to thank all the teams across Canada who participated in our annual **Joy In Action** fundraiser! Every year it gets bigger and bigger! The value of this fundraiser is that it is reaching across Canada, and more and more people are becoming aware of human trafficking and how to protect their families from these predators. It takes a Nation working together to stop human trafficking.

Join us in this fight!



A handwritten signature of Joy Smith in black ink.

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



◀ Joy was asked to sit down for an interview with **CBC News** to discuss accountability within Manitoba's Child and Family Services to protect the children it cares for. The article, "Falling through the cracks" can be found on the Foundation's website.

▼▼ We hosted screenings of the hit movie **Sound of Freedom** in November and December to raise awareness about the reality of human trafficking and call attention to similarities happening in Canada.



▲ Thank you to the **Interlake Community Foundation** for their continued support of our Prevention and Intervention programs!





### **CORPORATE AND COMMUNITY PARTNERSHIP PROGRAM**

The Joy Smith Foundation is fortunate to have partners across Canada who want to end human trafficking as much as we do.

We are grateful for their trust and confidence.

Some of our partners help to transport survivors to safety, while others commit their experience, time and resources to create or share our Intervention, Prevention and Education Programs.



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