



CURRENT EVENTS

Thank you to the **Canadian Medical Students Against Human Trafficking** for the opportunity to participate in a panel discussion at the University of Manitoba focused on noticing the signs of human trafficking and best practices for working with survivors.



Congratulations to the University of British Columbia students who recently held the **2nd annual Stop the Traffic Run** in Vancouver! Their vision and energy brought their community together in such a meaningful way!



Our friend **Dallas Alexander** put on a concert for our benefit at the **Tribal Connection Market** in Okotoks, AB! The venue was the perfect space to connect with the community and expand awareness about the realities of human trafficking.



What a treat it was to be at **Louis Riel Arts & Technology Centre** to give a presentation to raise awareness about human trafficking and learn how to decorate sugar cookies! It was great to have **Honourable Renée Cable**, Manitoba's Minister of Advanced Education and Training join the evening!



On **Manitoba Human Trafficking Awareness Day**, we announced an initiative focused on supporting the trucking industry, in partnership with the Manitoba Trucking Association and Winnipeg Crime Stoppers.

MESSAGE FROM OUR PRESIDENT AND CEO, JANET CAMPBELL

As we reflect on the past few months and look ahead with hope, I am reminded that true change happens when we come together with purpose. At The Joy Smith Foundation, we are committed to addressing all forms of human trafficking—including sex trafficking and labour trafficking—and ensuring that survivors and those at risk are never left to face it alone.

This spring, we announced a new initiative to confront the hidden crisis of labour trafficking, beginning with a focus on the Manitoba trucking industry. Labour trafficking has too often gone unnoticed, preying on individuals pursuing opportunity, stability, and hope for a brighter future. Together with community and industry partners, we are working to expose this crime and equip Canadians with the tools to recognize, report, and prevent it.

Looking ahead, one of our most ambitious and meaningful undertakings is the development of **The Joy Smith Foundation Teaching and Residence Campus**. Situated on a 50-acre property just outside Winnipeg, this visionary space will serve as a bridge between healing and prevention. The campus will provide safe residence for survivors, a short-term stay clinic, community gathering spaces, and park-like grounds that foster connection and recovery. It will also include a Teaching Campus, where professionals—from healthcare workers to law enforcement—can access specialized training to prevent and respond to human trafficking. As a national hub, the campus will play a vital role in combatting human trafficking and delivering essential support to those impacted by this crime. It will also serve as a critical resource for provincial partners, strengthening coordinated efforts across jurisdictions and equipping frontline responders with the tools they need to make a difference. This first-of-its-kind initiative reflects our deep belief that education, healing, and community collaboration are the keys to lasting change.

Your support is what makes all of this possible. Because of you, survivors are finding their voices, communities are becoming more informed, and young people are learning how to protect themselves in an increasingly complex world.

Together, we are building something powerful—a future where survivors are supported, Canadians are educated, and human trafficking no longer has a place in our country.

With deep gratitude,



Janet Campbell
President and CEO, Joy Smith Foundation



Illuminate Hope Gala

Standing Together Against Human Trafficking

A Night of Unity and Impact

On February 20, the Gala brought together a sold-out crowd at the Canadian Museum for Human Rights for an unforgettable evening. From powerful stories and heartfelt testimonials to a moving keynote by Devon Larratt, the night sparked important conversations—and inspired incredible generosity.

Thanks to the support of attendees, sponsors, and partners, this inaugural event became more than a gala—it became a powerful step forward in our shared mission.

While not everyone could be there in person, the momentum from that night is something we carry forward together. It was a reminder that when we stand united, we can illuminate a path to safety, healing, and lasting change.

SPOTLIGHT



AIR CANADA FOUNDATION

Renews Critical Partnership to Support Survivors and Strengthen Prevention

We're proud to announce that the Air Canada Foundation is continuing its vital partnership with The Joy Smith Foundation in 2025, reaffirming its commitment to supporting survivors of human trafficking and helping prevent this crime before it begins.

For years, the Air Canada Foundation has played an essential role in ensuring survivors can travel safely to the services and supports they need. In 2025, their renewed support will once again make it possible for survivors to reach safety—and for communities across Canada to access life-changing education and prevention programs.

Their renewed support will help ensure survivors can travel safely to access the services they need—while also strengthening our ability to deliver Prevention and Education programs across Canada. From empowering survivors to helping protect those most at risk, the Air Canada Foundation is fueling change where it matters most.

With partners like the Air Canada Foundation, we are building a future where hope travels far, justice is within reach, and no one is left behind.

"I'm so thankful to know there are people who genuinely care and take the time to show it. I haven't had that in my life before, and it makes me feel so much better about myself—as a person and as a human being."

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

APPS & SOCIAL MEDIA PLATFORMS CANADIAN PARENTS SHOULD KNOW ABOUT

In today's digital age, social media and mobile apps are an integral part of a child's daily life.

Platforms like **TikTok**, **Snapchat**, **Instagram** and **Discord** allow young people to connect, share, and explore. However, alongside the benefits of these technologies come serious risks that parents must be aware of.



TikTok **Why kids use it:** Short-form videos, trends, and creative expression.

⚠️ **Potential risks:** Predators can contact children via direct messages, and inappropriate content is easily accessible.



Instagram **Why kids use it:** Sharing photos, videos, and stories with friends.

⚠️ **Potential risks:** Direct messages from strangers, cyberbullying, and exposure to inappropriate content.



WhatsApp **Why kids use it:** Private messaging with encryption.

⚠️ **Potential risks:** Untraceable messages can make it a tool for grooming and cyberbullying.



X/Twitter **Why kids use it:** Sharing thoughts and following trends.

⚠️ **Potential risks:** Unfiltered content, hate speech, and interactions with strangers.



Snapchat **Why kids use it:** Disappearing messages and fun filters.

⚠️ **Potential risks:** "Snap Map" shares a user's location, and disappearing messages make it difficult for parents to monitor conversations.



Reddit **Why kids use it:** Engaging in niche communities and discussions.

⚠️ **Potential risks:** Unmoderated forums can expose kids to harmful content.



YouTube **Why kids use it:** Watching entertaining and educational videos.

⚠️ **Potential risks:** Inappropriate content, live chat features, and targeted ads.



Facebook **Why kids use it:** Connecting with family and groups.

⚠️ **Potential risks:** Privacy concerns, scams, and exposure to misinformation.



Roblox **Why kids use it:** Fun, interactive games, socializing with friends, and endless creative possibilities.

⚠️ **Potential risks:** In-game chat can expose kids to inappropriate language and interactions with strangers, and some games may contain violent or disturbing content.



Discord **Why kids use it:** Chatrooms and voice calls, mainly for gaming communities.

⚠️ **Potential risks:** Unmoderated groups can expose kids to inappropriate content and predators posing as friends.

HOW PARENTS CAN PROTECT THEIR CHILDREN

- **Stay informed** Learn how these platforms work and what privacy settings are available.
- **Communicate openly** Encourage your child to share their online experiences without fear of judgment.
- **Monitor usage** Use parental controls and regularly check privacy settings.
- **Teach online safety** Remind children never to share personal information or talk to strangers online.

By staying aware and involved, you can help create a safer online environment for your child.

For more information and resources, visit joysmithfoundation.com



MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends and Supporters,

I want to reach out and pay a special tribute to all our financial supporters, our prayer warriors, and our volunteers. The Foundation's work is expanding daily, thanks to your prayers, your financial support, and to the many volunteers that help us every day.

It has been an extraordinarily busy year, and we are looking forward to helping many more survivors restore their lives. It is not easy to constantly hear their stories, and work through the many challenges survivors and their families must overcome.

One survivor said to me, "My life has changed so much. I no longer fear what is going to happen to me at the hands of my traffickers and now I have a future." That is what this is all about. This is why we do what we do. This is why we never give up. You are a huge part of that!

You, our donors and our volunteers, inspire us to carry on. Without your kind support in every way, we would not be able to help so many people restore their lives. Your support makes a huge impact, and I am sure often you do not even think you do.

One donor sent a short note, saying, "Here is my donation. It isn't much, but I want to help." I replied to her, "It helps a lot. It all adds up. Now there is one more thing we can do to help another survivor. You have made a huge difference."

I want to say thank you and tell you that we are filled with gratitude for your help. You are a huge part of our work. We could never do it without you. You make a huge difference in the lives of many survivors and their families.



Blessings,

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.



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



"I really appreciate how clear and straightforward the video resources are. I'm excited to take part in more courses—thank you!"



JOY^{IN}action

TAKE ACTION. CREATE CHANGE.

Joy In Action continues to grow, uniting Canadians in meaningful ways to prevent human trafficking and support survivors. It's not a one-time event—it's a growing, national initiative that invites people to take part throughout the year.

A key highlight is **Activity Week**, taking place this summer. Whether you join us in person or organize your own event, you are part of something bigger.

- Join us on **Saturday, August 9th** at **Birds Hill Provincial Park** for our kickoff event—walk, run, or bike alongside others committed to making a difference.
- Create your own activity anytime, anywhere. Whether it's a bake sale, art event, or fitness challenge, your voice and energy help protect vulnerable Canadians.

Every action you take—big or small—raises funds and awareness to protect vulnerable individuals and fuels Prevention and Intervention programs that have already supported over 7,000 survivors.

Register or start your event at joyinaction.ca

IN SUPPORT OF
JOY SMITH
FOUNDATION

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 • (204) 691-2455



The Campus & Residence Initiative

BUILDING A FUTURE OF HOPE



SHORT-TERM STAY CLINIC ○

LEARNING CENTRE ○

RESIDENCES ○

○ COMMUNITY SPACES

○ PARK-LIKE GROUNDS

○ FOUNDATION OFFICES

FOR ILLUSTRATIVE PURPOSES ONLY

At The Joy Smith Foundation, we believe in a future where every survivor of human trafficking has the opportunity to heal—and every Canadian is empowered to prevent this crime before it starts. Today, we are proud to share a bold new chapter in that journey: **The Campus & Residence Initiative**.

This first-of-its-kind centre will be located on a peaceful 50-acre property just outside Winnipeg. The campus will include safe residence for survivors, a short-term stay clinic, park-like grounds, and welcoming community spaces—all designed to support recovery and connection. It will also feature a **Teaching Campus**, where professionals such as healthcare workers, emergency responders, and law enforcement can access specialized training to prevent and respond to human trafficking.

This is more than a vision. It's the next step in our mission to create lasting, systemic change.

But before we can open the doors, we must build the foundation—starting now.

Your support today will help lay the groundwork: securing partnerships, and ensuring we have the capacity to lead this transformative initiative. It is an investment in the systems and supports that will make the Campus & Residence a success from day one.

**Together, we can bring this vision to life.
Together, we can create a place where healing begins,
communities unite, and trafficking ends.**



Help us lay the foundation. Donate today at joysmithfoundation.com