

MESSAGE FROM OUR PRESIDENT AND CEO, JANET CAMPBELL

Dear Friends,

As we close out the year, I find myself thinking about all the ways people come together through The Joy Smith Foundation. In every letter we receive, every event we host, and every call we take, one thing is clear: this community is deeply committed to protecting lives and restoring hope.

Human trafficking is one of the darkest injustices in our country. But every time someone reaches out to learn more, to make a gift, or to ask how they can help, we see that light continues to break through. And that light begins with you.

At The Joy Smith Foundation, we are not just responding to a crisis. We are building something stronger. Every time you share our message, attend a fundraiser, or support a survivor through your giving, you become part of a growing movement to make Canada a safer place for all.

If you are new to this community, welcome. If you have been with us for years, thank you. Your presence matters. Whether you support financially, raise awareness, or simply tell someone about the signs of trafficking, you are helping create change that lasts.

This season, I encourage you to stay close. Read the stories in these pages. Pass them on to someone who needs to understand why this work is so urgent. Consider becoming a monthly donor or volunteering in your community. You are not just supporting a cause. You are part of something much larger than any one of us.

Together, we are creating a national response to human trafficking that is rooted in care, in education, and in action. That is something we can all be proud of.

Thank you for standing with us.



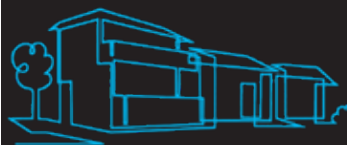
Janet Campbell
President and CEO, The Joy Smith Foundation

Campus Update BUILDING A CENTRE OF HOPE

In 2024, we announced the creation of **The National Campus for Healing, Education, and Collaboration.**



This first-of-its-kind facility will serve as a place where survivors can access care and community, where professionals can be equipped to respond, and where long-term healing is possible.



Over the past year, we reached several important milestones. With the help of our

donors and early partners, we secured land and completed the conceptual design for the campus. The plans include education and training rooms, community spaces, green space and a safe residence.

As we look ahead, our focus is on building the internal capacity of the Foundation to serve.

That means preparing the staff, resources, and infrastructure needed to operate a project of this size. It is essential groundwork that ensures the campus will be sustainable, survivor-centred, and ready to meet the growing need.



Every conversation, every planning meeting, and every new partnership is a step forward. We are deeply grateful to all who have helped move this vision closer to reality.



Learn how you can contribute to the campus or become a funding partner, contact us at info@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

RECENT EVENTS



JOY^{IN}action

Thank you to everyone who joined in for **Joy In Action Activity Week**! Whether you participated, supported or shared the JOY, you helped make this week unforgettable.



Thank you to every who joined us for a sold-out **Women's Empowerment Luncheon** at PineRidge Hollow in October!

Special thanks to our keynote speaker, former politician and new author, **Rochelle Squires!**



Here's a glimpse of our quickly evolving **NEW office space!** This is the first step in our vision for the Campus and Residence project!



We had a great time hosting the Marshmallow Long Drive contest at the **ALL FORE LOCAL Golf Tournament** hosted by the Beausejour District, Selkirk and Springfield Chambers of Commerce!



It was an honour to bring greetings to the **Infinity Women Secretariat's 13th Annual General Assembly** in September!



Thank you to **#TeamRempel** for supporting the Manitoba Trucking Association and The Joy Smith Foundation in combatting labour trafficking!



Thank you to the Manitoba Trucking Association for inviting us to their **Trucking Career Expo** in June!



We are proud to share a new partnership between The Joy Smith Foundation and **REDEEMED With Purpose**, a jewelry brand founded on dignity, hope, and restoration.

Starting this fall, profits from every jewelry purchase at redeemedwithpurpose.com will directly support the work of The Joy Smith Foundation. Each item is more than a gift or accessory. It is a tangible way to stand with survivors and support long-term healing across Canada.

Shortly, we will also release a limited-edition bracelet, handcrafted by a survivor of human trafficking. This meaningful piece represents resilience and renewal!

This partnership reflects a shared belief. Survivors deserve more than safety. They deserve opportunity, purpose, and a future filled with hope.

We encourage you to browse the collection, make a purchase, and share this opportunity with others. Every order helps fund survivor care, prevention education, and national advocacy.

Shop now at redeemedwithpurpose.com

TRAFFICKING REPORT

KNOW THE SIGNS.
REPORT THE CRIME.

CRIME
STOPPERS

MTA

JOY SMITH
FOUNDATION

LABOUR TRAFFICKING IN CANADA

When people hear the term human trafficking, they often think of sex trafficking. But labour trafficking is also a serious and widespread issue taking place across Canada.

Labour trafficking happens when individuals are forced to work under the threat of violence, punishment, or other forms of control. Victims may have their wages withheld, their documents taken, or be threatened with deportation. This form of exploitation is a violation of human rights and is recognized as modern slavery under Canadian and international law.

Labour trafficking is happening here in Canada. It exists in industries like trucking, agriculture, hospitality, and construction. Too often, it hides in plain sight.

This fall, The Joy Smith Foundation launched **traffickingreport.ca**, a public awareness campaign in partnership with the Manitoba Trucking Association and Winnipeg Crime Stoppers. The campaign provides tools to recognize the signs of labour trafficking in the trucking industry and outlines how to report concerns safely and anonymously.

Since launching in September, the Trafficking Report campaign has been seen an estimated 52 million times through outdoor advertising and media coverage. Billboards, bus ads, and digital screens across Manitoba, along with stories from CBC, CTV, CityNews, and the Winnipeg Free Press, have helped spark life-saving conversations and Manitobans to recognize the signs of labour trafficking.

Together, we can protect the most vulnerable and help ensure that every job in Canada is fair, free, and safe.

Learn more at traffickingreport.ca

Know the Signs of Labour Trafficking

Victims of labour trafficking may:

- ▶ Have their wages withheld or be paid far below minimum wage
- ▶ Work excessively long hours without breaks or overtime pay
- ▶ Have their identification, passports, or travel documents taken
- ▶ Be threatened with deportation or harm if they speak out
- ▶ Live and/or work in unsafe, overcrowded, or isolated conditions
- ▶ Be unable to leave their job or speak freely

EmpowerHER Project



Advancing Economic Opportunity For Survivors

In 2024, The Joy Smith Foundation launched **EmpowerHER**, a national initiative focused on one of the most pressing challenges faced by survivors of human trafficking and gender-based violence. EmpowerHER addresses the question of how survivors can build a stable, independent future.

Drawing from years of front-line experience, The Joy Smith Foundation understands that survivors face complex and ongoing barriers when seeking employment or returning to school. These include stigma, education gaps, and a lack of workplace understanding and support. EmpowerHER was created to help change that.

The initiative brings survivors, employers, researchers, and policymakers together to create practical solutions that reflect survivors' real experiences and needs. It identifies what stands in the way of progress and works to build systems that empower women to move forward with dignity and purpose.

Through survivor-informed contributions, national engagement, and research, EmpowerHER is uncovering the employment challenges survivors face and developing strategies to remove them. This work is grounded, collaborative, and built for long-term impact.

If you are a Human Resources professional, a business owner or a hiring leader, we want to hear from you. As part of the EmpowerHER initiative, The Joy Smith Foundation is conducting a national survey to better understand how workplaces can support survivors of human trafficking and gender-based violence. Your input will help shape practical solutions that strengthen hiring practices, promote inclusion, and reduce barriers to employment. To participate or learn more, contact us at info@joysmithfoundation.com

When survivors are supported to thrive, the impact reaches far beyond one person. It strengthens families, workplaces, and communities across Canada.



Donate at joysmithfoundation.com/donate/ or mail a cheque payable to **Joy Smith Foundation Inc.** to
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MESSAGE FROM OUR FOUNDER, JOY SMITH

Dear Friends and Supporters,

Thank you for all your faithful support.

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. Reaching survivors from coast to coast and walking hand in hand to help those who have been caught in the horrendous crime of human trafficking, has been our main goal.

With the launching of our new forced labour initiative, we see the tremendous need for our Nation to put a spotlight on this crime of sex trafficking and forced labour trafficking. This crime that lurks under the public radar screen leads to drug use, homelessness, separation from families, and complex trauma with the individuals involved.

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. You make a huge impact on many lives. You give the survivors hope.

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.

Please keep us in your prayers. 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



Introducing Rochelle Squires to our
Women's Empowerment Luncheon.

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
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***"Reaching survivors from coast to coast
and walking hand in hand to help those who have been
caught in the horrendous crime of human trafficking,
has been our main goal." — JoySmith***



Illuminate Hope Gala

Standing Together Against Human Trafficking

**THURSDAY,
MARCH 12, 2026
6 PM**

**CANADIAN MUSEUM
FOR HUMAN RIGHTS**



AN EVENING TO ILLUMINATE THE FUTURE

You are warmly invited to join us at the Illuminate Hope Gala in Winnipeg. Join us for a night of purpose, inspiration, and lasting impact.

This year's Gala will help bring to life one of the most transformative initiatives in The Joy Smith Foundation's history. Funds raised will support the launch of the National Campus for Healing, Education, and Collaboration – a dedicated space where survivors will find care and community, and where professionals will be trained to prevent human trafficking across Canada.

The Campus represents a powerful new chapter. It will offer trauma-informed care, education, and practical tools for those working on the front lines. This vision is bold, but with your support, it is within reach.

Table reservations are available now by visiting joysmithfoundation.com/illuminate-hope-gala

Individual tickets will be released in January, if available. Tickets sold out by mid-January last year, so we encourage you to book your table or seat early.

Your presence at the Gala lights the way for change and brings hope to life.



Christmas Baskets for Survivors

YOU CAN MAKE CHRISTMAS BRIGHTER

This Christmas, you have the power to spark joy and deliver hope to someone who needs it most.

With your support, The Joy Smith Foundation creates Christmas Baskets for survivors of human trafficking across Canada. These baskets are more than seasonal gifts. They are filled with love, encouragement, and the comforting reminder that people care.

YOUR GIFT MAKES IT POSSIBLE

Every donation helps cover the cost of thoughtful items that bring comfort and joy. From cozy blankets and nourishing treats to uplifting personal gifts, each item is carefully chosen and assembled by our team and supported by your generosity.

When you give, you are not just donating. You are creating moments of peace, joy, and connection for someone who truly deserves it.

YOUR GENEROSITY MEETS A GROWING NEED

Each year, more survivors look forward to receiving a Christmas Basket. Your gift helps ensure that every request is answered with compassion. With your help, we can make this season brighter for everyone who reaches out.

HOW YOU CAN HELP

A financial gift today means a survivor will receive a basket filled with kindness and care. Your generosity brings light to one of the hardest seasons of the year and reminds survivors that our community stands with them.

DONATE TODAY

Online: joysmithfoundation.com/donate

E-transfer: info@joysmithfoundation.com

By mailing a cheque payable to Joy Smith Foundation Inc. to

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Thank you for helping share comfort, joy, and encouragement this Christmas! — Alexandra, Joy, Janet and Katelyn

