



JOY SMITH FOUNDATION

OUR MISSION

A registered Canadian charity, the Joy Smith Foundation is Canada's leading authority on the prevention and intervention of human trafficking.

It's a responsibility we take seriously. Since 2012, we have helped more than 7,000 human trafficking survivors and their families to restore their lives by reuniting, healing and integrating victims back into their communities.

What makes the Joy Smith Foundation unique 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.

The Joy Smith Foundation provides Prevention, Intervention and Education programs to help fight – and end – human trafficking.

Our mission is to ensure that every Canadian is safe from manipulation, force or abuse of power designed to lure and exploit them into the sex trade or forced labour.

JOY SMITH'S STORY

Joy Smith's journey highlights how the passion and the actions of one individual can make a difference for so many others. Joy, a mother of six and a schoolteacher, first became aware of human trafficking when one of her students was being trafficked.

After learning no laws yet existed in Canada to protect survivors of human trafficking, Joy began working to bring perpetrators to justice. In 2004, Joy became a Member of Parliament (MP) and made Canadian history as the first sitting MP to amend the Criminal Code twice, strengthening sentencing for traffickers and expanding Canadian laws to reach internationally.

In 2011, Joy founded the Joy Smith Foundation to combat human trafficking. Over the years, her work and her vision grew. The Foundation started in her home and has grown into a three-generational organization, fighting human trafficking. Today, Joy continues to advocate and raise awareness for this important issue across Canada and around the world, and is widely recognized as a trailblazer in leading the fight to end human trafficking. Janet Campbell – Joy's daughter – leads the organization as its President and CEO.

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. Prevention and Intervention Programs are available on-line and in-person.



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.



National Human Trafficking Education Centre

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In 2021, The Foundation launched the National Human Trafficking Education Centre (NHTEC), Canada's first and only education centre created to comprehensively address the issue of human trafficking on a national scale.

NHTEC is a unique online hub that offers a wide variety of educational courses to help Canadians understand and fight human trafficking. Through the Centre every Canadian has free access to learn about human trafficking and the role each of us plays in prevention and intervention.

The Centre's diverse range of courses and material is composed of two streams – Prevention and Intervention. These programs are delivered in a variety of formats including webinars, seminars and online training courses. In addition, programming can be delivered using both self-guided and/or instructor-led formats. Programming can be delivered in person or virtually.

HIGHLIGHTS OF OUR ACHIEVEMENTS IN 2023

- ▶ **Caring Through Crisis** In 2023 we provided crucial support to over 100 individuals and their families during prevention and intervention incidents. The words of a survivor's mom echo the power of your support: "Your Foundation literally saved my daughter's life."
- ▶ **Empowering Communities** In 2023 we educated over 4800 attendees across Canada through human trafficking prevention workshops and presentations. A school administrator shared, "Recognizing the signs of someone being groomed will help me better support the youth in my community."
- ▶ **Increasing Awareness** Our "See The Signs" human trafficking awareness campaign has garnered a remarkable 335 million views. As evidenced by continued feedback, this campaign sparked vital conversations and elevated awareness across Canada.
- ▶ **Breaking New Ground** In late November 2023, we proudly launched the "Luma and Bloom" podcast, swiftly breaking into the top 200 of Apple podcasts globally. Listeners are finding solace in the relatability of the stories shared, with one stating, "This podcast speaks directly to my experience as a victim of human trafficking."

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



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