



COMMUNITY
SERVICES

see what's possible...

Children of the Street Annual Program Report 2021-22

About Us

Children of the Street joined PLEA's programs and services in July 2019 after Diane Sowden, Executive Director of the then Children of the Street Society, retired.

In keeping with its original vision and mission, we continue to offer children, parents, caregivers and service providers the information and practical tools they need to keep young people safe from all forms of sexual exploitation. We are a prevention program.

Through workshops, youth art engagement projects and public awareness campaigns, we provide young people with the knowledge and tools to keep themselves and their peers safe and educate the community to be able to recognize and prevent child/youth sexual exploitation and human trafficking.

Our aim is to create a world where children and youth are safe and free from all forms of sexual exploitation.

Workshops

TCO² (Taking Care of Ourselves, Taking Care of Others)

New workshops are created every school year covering a wide range of discussions on the topic of sexual exploitation. We talk about warning signs of an exploitive relationship, online exploitation, peer-to-peer exploitation, the connection to gangs, recruitment tactics pimps use to manipulate victims, and much more! Engaging workshop participants with live skits, multi-media, games and more, workshop participants leave with information, resources, and practical tools to keep themselves safe from sexual exploitation. These workshops are designed for youth in Grades 4-12.

Redefining Masculinity

This workshop is delivered as a candid conversation to youth about men's accountability in sexual assault, consent, the societal cost of toxic forms of masculinity, sexual violence at post-secondary institutions and more. The workshop is designed for youth in Grades 8-12.

www.plea.ca

Safer Space

This workshop takes a deeper dive into the world of online sexual exploitation, providing youth with more information on how to keep themselves safe online. Like TCO², the content of the workshop is designed for youth in Grades 4-12. We also provide tailored workshops to adults who care for or work with young people.

ITCHA (It Can Happen to Anyone)

Designed to teach adults (parent groups, service providers, police officers, social workers, nurses, school staff and hospitality workers) how to recognize, understand and prevent sexual exploitation and human trafficking. Following these workshops, we offer early intervention services to families and service providers who disclose they are concerned about a young person. We assist them by providing non-judgmental support, resources and referral to local support and intervention.

Youth Art Engagement Project

Our project facilitators work with small groups of youth (aged 15-18) over a ten-week period. For two hours each week, facilitators begin to develop mentor style relationship with the project participants. Participants begin to learn about what sexual exploitation is, how it affects children, families, and communities, and how to prevent it (or stop it) from happening to them. Students also learn about a variety of different topics surrounding the issue of sexual exploitation such as gangs, drugs and alcohol, and exploiters, to name a few.

In the second half of each weekly session, project participants explore a variety of art media and learn about Social Justice Art. Some choose to paint, others decide to create a sculpture, and some write songs or poems.

The Youth Art Engagement Project culminates with a public art gallery event to display the pieces created and celebrate the young people who participated in the project.

Public Awareness

Our annual public awareness campaign began in 2009 with the aim of raising public awareness about child/youth sexual exploitation and connecting the public to our advice and resources on how to stay safe.

Over the last thirteen years the campaigns have drawn attention to issues or trends such as the impact intimate image sharing can have on a child, tactics predators and exploiters use to connect with kids online, and the need to deconstruct toxic masculine norms. Educating the public about this issue, and the factors that help drive it, is an extremely important part of our work to prevent sexual exploitation and human trafficking.

Who we served...

Children and Youth: *	2021-22	2020-21	2019-20
# Workshop Participants: TCO ²	21,827	8740	20,113
# Workshop Participants: Redefining Masculinity	7882	1828	7, 895
# Workshop Participants: Safer Space	12,769	6540	6,997
# Workshop Participants: ITCHA	974	547	1,000
# Participants: Youth Art Engagement Project	14	5	50
Adults: # Workshop Participants (Safer Space) **	669	277	186
# Participants	44135	17,937	36,241

* The primary target is school students in Grades 4-12.

** Secondary targets are parents, teachers, community health practitioners, police, community agencies and the wider community.

COVID-19 restrictions impacted workshop delivery and # of workshops and participants served during high transmission months, particularly October 2021 and January 2022. Presenters were scheduled to deliver in-person presentations in Nanaimo during January under the TCO² program, however workshops were cancelled due to schools shutting down.

TCO²: Two new presenters were hired in the summer of 2021. In January 2022, one presenter moved onto a new position outside the agency. In February 2022, we hired one new presenter while continuing to look for a fourth presenter. With only 3 presenters out of our usual 4, many TCO² workshops were delivered as solo presentations from the beginning of the school year. By doing so, this allowed us to continue delivering up to 6 presentations per/day. By late November 2021, the TCO² presenters were nearly fully booked up until Spring Break.

During the 2020-2021 fiscal year, we continued to be flexible to the needs of each school or youth group by providing the option of in-person or virtual presentations. Unlike last school year, we were able to deliver many in-person presentations. As a result, we found a lot more youth were approaching the presenters after the workshop with questions and concerns regarding the issue. This does not often happen with virtual presentation bookings. We also saw more disclosures come forward after in-person presentations in comparison to last fiscal year.

Offering virtual presentations allowed us to accommodate many out-of-town groups that would typically require travel and fundraising by the host community to bring the TCO² team over. From April 2021-March 2022, these out-of-town communities included: Kelowna, Prince George, Madeira, Victoria, Nanaimo, Chemainus, Port Alberni, Roberts Creek and Salt Spring. We also had the opportunity to deliver a virtual presentation to a youth group in Bonnyville, Alberta.

Redefining Masculinity: Once again, Redefining Masculinity found itself in a transitional year. Due to staffing and program changes the Redefining Masculinity workshop was taken on by the Safer Space Program Facilitator in August 2021. Despite this transition, Redefining Masculinity found great success this year! Almost matching the pre-COVID numbers for participants reached and presentations facilitated. Redefining Masculinity took a different approach to the topics of sexual violence and toxic forms of masculinity this year and it was very well received by audiences.

Safer Space: During the 2021-2022 fiscal year, the TCO² presenters took on Safer Space as part of their portfolio. Due to initial hiring challenges faced in the summer of 2021, the workshop presenters only had minimal time to tweak the Safer Space presentation rather than redevelop the workshop for the school year. Due to the high inquiry of bookings, the former Program Facilitator stepped in to help deliver many of the Safer Space student presentations.:

We continued to offer the Safer Space workshop both virtually and in-person. Like TCO², offering virtual presentations allowed us to accommodate many out-of-town groups that would typically require travel and fundraising by the host community to bring the team over. From April 2021-March 2022, these out-of-town communities included: Duncan, Gibson's, Sechelt, Roberts Creek, Kamloops, Penticton, Prince George, Sooke, Victoria, Toronto, and Alberta.

ITCHA (It Can Happen to Anyone): ITCHA saw an increase in bookings from youth serving community agencies, parent groups, post secondary schools, and school district staff. The workshop was requested for teacher conferences and various community events, including new partnerships with Indigenous Perspective Society (all of BC), BC Counsellors, Crime Stoppers of Greater Victoria, and Safe Guardians Network. Safe Guardians Network is a newer anti-human trafficking network that is working to increase parent awareness in Victoria on the issue of human trafficking and sexual exploitation. Other out of town communities included Kelowna and Kamloops.

Youth Art Engagement Project: For the 11th year, this project was presented in partnership the Ministry of Public Safety and Solicitor General, Province of British Columbia, BC Gaming, CKNW Kids' Fund, Coast Capital Savings,

Diamond Foundation, the Edith Lando Charitable Foundation, and the Keith and Betty Beedie Foundation. This year, we developed our Youth Art Engagement Project to accommodate for both virtual and in-person workshops.

As a result of COVID-19, two of our partnered Coquitlam schools were unable to participate due to programming challenges. However, we still successfully delivered the 9-week project to 1 Coquitlam high school, 2 alternative Vancouver schools in partnership with PLEA and 1 PLEA residential addiction treatment program. 1 of the 4 groups proceeded with in-person sessions, while the remaining 3 partnered groups decided on virtual sessions.

How we did...programming

Workshops Delivered	2021-22	2020-21	2019-20
# Workshops: TCO ²	500	302	380
# Workshops: Redefining Masculinity	109	52	161
# Workshops: Safer Space (children and youth)	246	147	136
# Workshops: Safer Space (adults)	31	21	12
# Workshops: ITCHA	27	17	20
# Workshops	913	539	709

Workshops

TCO² (Taking Care of Ourselves, Taking Care of Others)

From April 2021-March 2022, 500 workshops reached 21,827 children and youth in schools across British Columbia! This was a major jump from last fiscal year. Following all workshops feedback forms are distributed and information collected. The quote below is taken directly from one of the feedback forms received:

"I really appreciated the presentation and the topic. It is an important topic, and it helps to know there are community supports in place to deal with exploitation." – Comment from a teacher

"Thank you again so much for visiting with us virtually on Friday. The students got SO MUCH out of your presentation, and so did I." – Comment from a teacher

"Thank you so much for today's session. I am already hearing positive feedback from my colleagues... Your messages were so important and presented so tastefully." – Comment from a teacher

"One thing I learned from this presentation was getting to know more about how exploiters lure in children and how they gained their trust." – Elementary student participant

"I learned that if you are feeling that you are not in control of your relationship and are not safe with who you are with, talking with a safe adult is important." – High school student participant

"I liked how we learned about the warning signs because now I can be more cautious." – High school student participant

"I like how they talked about everything detailed so that students could understand what it means." – Elementary school student participant

Redefining Masculinity

As of the end of March 2022, 109 workshops reached 7882 students in 20 communities. This school year has seen Redefining Masculinity reach an even wider group of school districts outside of the Lower Mainland, including Alberta and Duncan BC. The statistics and quotes below are taken directly from our feedback forms:

- 85% of student respondents stated that they have a better understanding of what sexual violence is.
- 73% of the student respondents feel more empowered to speak out against sexual violence.

“I learned that victim blaming is a big issue and it causes many mental health struggles for the people.”
- Comment from a student.

“I liked how the presenter tried to emphasize that Toxic Masculinity isn’t an inherent trait of all me.”
– Comment from a student

“The presenter was SO GOOD. How do we get this to ALLL districts? We need this program to be fully funded properly so every single district has access to it” -
- Comment from a teacher

Safer Space

Between April 2021 and March 2022, Safer Space presentations were delivered 246 times to 12,769 youth, and 31 times to 669 adults, across the province. Following all workshops feedback forms are distributed and information collected. The statistics and quotes below are taken directly from our feedback forms:

- 99% of adult respondents agree that the workshop increased their knowledge and understanding of child sexual exploitation.
- 81% of high school student respondents agree that, after seeing the presentation, they feel more comfortable getting help if they were being exploited online.

“I learned that an exploiter or groomer can be younger than you or under 18.”– Elementary School Student

“(I learned) lots of valuable and current resources, as well current context of the issues, ideas for talking to youth/kids & parents.” – Adult Participant

ITCHA (It Can Happen to Anyone)

27 workshops were delivered to over 974 participants throughout the year. Resources were provided to participants after all workshops and some re-booked the workshop for their respective organizations and communities as a result.

“Startled and appreciative: It pains me to consider what youth are navigating and I’m grateful your program is out there—and wish capacity and resources were able to scale to meet needs.” – Workshop participant

“I felt really grateful for the information provided because there was so much I didn’t know before!” –Workshop participant

“I really enjoyed this presentation as I feel like it better prepared me to see the warning signs of exploitation in the youth I work with and ideas how to proceed if I suspect someone is being exploited.” – Workshop participant

Disclosures

This year we saw an increase in in-person disclosures following our presentations throughout the year. These were tracked and followed up promptly by the Program Manager and Program Facilitator. We did not see any disclosures come forward after virtual presentations. Any disclosures that were received on the Children of the Street anonymous textline or social media accounts, were responded to promptly, and appropriate reporting procedures were followed. Individuals were directed to the relevant resources such as Cybertip, NeedHelpNow.ca, Kids Help

Phone, Youth Against Violence Line, local police or RCMP, Ministry of Children and Family the PLEA Onyx Program.

Youth Art Engagement Project

In preparation for virtual sessions, each school was delivered an art supply box before the project began. If the group needed any restocking of supplies or new art materials for their art project, the presenters would deliver the materials upon request. Attendance during the project was inconsistent across all groups. In total, 11 pieces of artwork were submitted by the end of the project.

An in-person Youth Art Gallery did not take place for a second year due to Public Health Orders. To showcase the work of the participants in the program, we created a gallery page on the Children of the Street website at www.youthartengagementproject.ca. We also featured each artwork on the Children of the Street Instagram page.

“The facilitators of the program are trained, and they deliver a professional program. They are very well attuned to the needs and knowledge of the young people they work with. I’ve seen facilitators help students in the program turn their behavior around once they understand how they are being exploited. I’ve also seen students put hours of time and effort into creating an art piece that conveys a strong emotional and heartfelt message against the evil of sexual exploitation and abuse of youth. I’m certain many young people have been enlightened by this program.” – Comment from a teacher

Public Awareness

Every year Children of the Street embarks on a month-long awareness campaign designed to educate the public on a current issue or trend related to sexual exploitation. 2021 saw a record-breaking number of kids playing online games, as well as an increase in the time they were spending gaming, due to COVID-19. Therefore, the campaign focussed on teaching kids how to stay safe while gaming. The campaign targeted parents and caregivers with the message that while the games are fun, and the onscreen characters can seem cute and friendly, the people behind the characters may not be. Through public posters and social media, the Dangerously Cute campaign aimed to provide parents and caregivers with the practical tools to teach their child to #GameSafe.

Once again, this campaign was created in partnership with Will Creative. It was featured in 85 transit shelters, in digital ads on Facebook and Instagram, and in postcards mailed to 40,000 households across Metro Vancouver. Those who saw the adverts were encouraged to visit www.GameSafe.ca which provided advice for parents and caregivers on the issue.

At the time of writing the campaign’s designated landing page (www.GameSafe.ca) has had 10,739 visitors who stayed on the site for an average duration of 3:39 minutes – a length of time that suggests visitors are staying on the page to read the advice provided. On YouTube, each of the campaign videos was watched over 100,000 times. Overall, it is estimated the campaign has been seen 54,311,325 times across these channels

The campaign also garnered significant local media coverage. Following a successful media pitch articles ran in the Tri Cities News, Richmond News, North Shore News, New Westminster Record, Vancouver is Awesome, Pique Magazine, as well as a 30-minute segment on Fairchild TV.

How we did...fundraising and events

Fundraising

Children of the Street is grateful for the generous support given by individuals, community groups, corporations, foundations and government grants. Our programs rely on funds raised in the communities we serve – we couldn’t reach children and youth without their support. During this fiscal year, we raised \$336,648.

Events

Canvas of Change and Celebration of Success

Due to COVID-19 pandemic, our annual Canvas of Change and Celebration of Success events, which should have taken place in September 2020 and March 2021, were cancelled.

Provincial Awareness Week

This year marked the 24th annual Stop Sexual Exploitation of Children and Youth Awareness Week. This week, which is proclaimed each year by the Province of BC, addresses the importance of working together to prevent the sexual exploitation of children and youth. Children of the Street commemorated Awareness Week through supporting and participating in a variety of important events during the week of March 7-13.

During this week, Children of the Street launched its 2022 public awareness campaign which focusses on the encouraging parents and caregivers to talk to their child about online sexual exploitation. A recent survey from Public Safety Canada found that while most Canadian parents and caregivers have great concern for their child's safety online, less than half are actively safeguarding their child against online exploitation. At the same time, sexual exploitation of children is exploding online, as kids are spending more time than ever online, due to the COVID-19 pandemic.

The campaign, titled Have The Talk, uses printed and digital ads to urge parents to talk to their child about online sexual exploitation and online safety before it's too late. One good conversation can protect children from thousands of bad ones. To show the gravity and scale of the issue, the ads and campaign videos show a speech bubble protecting a child from an eerie sea of looming predatory hands.

The campaign messaging was distributed via bus shelters and digital kiosks at SkyTrain stations in Vancouver, and through posters displayed in family-restaurants across the Lower Mainland. Stills, videos, and stories also featured on Facebook and Instagram using paid advertising. Those who see the campaign are directed to the campaign webpage – www.havethetalk.ca – which provides advice and guidance on how to do just that. We also supplemented this advice with a short presentation on the same issue, which was facilitated by Program Facilitator, Courtney Liem.

Additionally, Children of the Street continued to distribute its awareness symbol, the fuchsia daisy pin, during the month of March. A daisy is used as our awareness symbol as the flower easily connects with childhood innocence. It's coloured fuchsia because that colour is a combination of red (for red light districts) and purple (BC's colour for violence prevention). The daisy pins were available to the public by donation in locations around the Tri-Cities, Burnaby, and Maple Ridge. They raised \$1,155 for the program.

And furthermore, we invited the Premier of British Columbia, the Members of the Legislative Assembly and Dr. Bonnie Henry to wear the provincially adopted symbol for sexual exploitation – the fuchsia ribbon. We felt that having the visible support of our provincial leaders by wearing the ribbon that week would bring great awareness of the issue of sexual exploitation. We were able to arrange for 90 ribbons to be sent to the BC Legislature and they were distributed to all law makers. We were pleased to report seeing several of them being worn that week, both at events and on television. We were also able to directly leverage existing relationships the BC Minister of Finance, Selina Robinson who supported the campaign publicly and with Member of Parliament for Port Moody-Coquitlam, Bonita Zarrillo who wore her ribbon to public events and spoke about the campaign on her social media platforms.

How we did...against last year's goals

- 1. Increase delivery of TCO² and Safer Space workshops to meet existing target of reaching 25,000 participants through over 500 workshops.**

This goal will be achieved and surpassed by the end of the school year. There was increase in bookings and the delivery of virtual and in-person workshops. This was due to the resuming of in-person workshops and , enhanced development of contact list for all communities, and the deliberate promotion of the program.

- 2. Continue delivering virtual presentations to reach communities across BC and consider offering this option as a permanent staple in the COS program.**

The program has continued to offer and deliver virtual presentations to reach communities across BC as a permanent staple in the COS program. This year our programs reached participants throughout BC and beyond. Virtual workshops in BC were facilitated as far as Fort St John, Kelowna, and Nanaimo. We also reached participants out of province in places such as Toronto, ON and Edmonton, AB.

- 3. Enhance and expand the Youth Art Engagement Project to be delivered to alternative communities across the Lower Mainland. In addition, establish a blog for artwork in place of youth art gallery or in addition to yearly.**

The Youth Art Engagement Project was expanded to be delivered to alternative communities across the Lower Mainland outside of Coquitlam. In addition, an online blog using the COS website was developed to showcase participants artwork, and artist statements. This new initiative will continue as a component of this program, as it was very successful and enhanced accessibility for the programs art to be viewed online, and on social media platforms.

- 4. Consider developing and age-appropriate workshops for Redefining Masculinity for students in Grade 6 and 7 and revisit the goal to develop a two-part presentation to workshop.**

The program determined this goal was not appropriate at this time for the program, and will not be pursuing this goal. With the one-off requests to provide workshop for a younger demographic, the program has tweaked the workshop accordingly, and requested the workshop is previewed by booking staff to determine appropriateness of request.

- 5. Secure \$494,563 in fundraising revenue towards the operating costs of the program.**

We raised \$336,649 in fundraising revenue this fiscal year. When you combine this with the fundraising revenue we brought forward from last year (the majority of which is due to two-year grants being received), and deduct the revenue raised for next year, we have \$517,433 of fundraising revenue for use towards the operating costs of the program in the 2021-22 fiscal year. This is \$22,897 or almost 5% above target.

- 6. Redevelop and refresh the childrenofthestreet.ca website.**

The Children of the Street website was redeveloped from the ground up with the aims of making it user friendly, easy to navigate and tailored to our main audiences, namely children, youth and those with children and youth in their lives. This required a refresh of the site's architecture, content, design and imagery. In implementing this project, we focused not only on making our information easy to find, but also on making it easy for users to connect with us beyond the site, whether that's donating to our cause, signing up for our newsletter or booking a workshop.

New features include a blog, which allows us to discuss, educate and voice our opinions on the issue of sexual exploitation. We also created a separate youth section, which provides advice, guidance and

resources that are tailored especially for them. For anyone who is worried about being seen to be on this site, a quick exit button is accessible from all pages. Check it out at www.childrenofthestreet.ca.

7. Appear in the mainstream media at least three times as a subject matter expert on the issue of child and youth sexual exploitation

Children of the Street was featured 8 times in the mainstream media this year:

- In the Summer Camila Jimenez was invited onto the Red FM Vancouver's (radio) evening show to answer questions on the topic of sexual exploitation, specifically the vulnerabilities of international students
- In the Fall it was announced that Diane Sowden, the founder of Children of the Street, was a recipient of the Order of Canada. Diane appeared on CBC's The Current (radio) and was featured in the TriCity News (print, online), following which several donations were received.
- The Have The Talk campaign was featured in Vancouver is Awesome (online), Alaska Highway News (online), North Shore News (online) and TriCity News (online).

Selected accomplishments...

1. TCO² continued to successfully offer workshops virtually, and without changing the structure or interactive learning tools the workshops are known for delivering. The feedback from teachers regarding our virtual and in-person presentations continued to remain high. TCO² workshops were in incredible demand. Workshops before the Winter holiday was booked up by November 2022, and the remaining school year was booked up by Spring 2022.
1. Safer Space (for Students and Adults) had another record-breaking year! In September, Program Facilitator Courtney was joined by 3 Workshop Presenters and together they more than doubled the number of youth participants who were reached by this workshop! The Safer Space for Adults workshop was presented to almost triple the number of adults as the previous year! Along with these accomplishments, the presentation was facilitated in two brand new communities, outside of our province: Edmonton, AB, and Toronto, ON. In June 2021 Safer Space was brought to the national and global stage when our Program Facilitator Courtney hosted a live Safer Space for Adults webinar with local celebrity, Jillian Harris. Courtney also travelled to Victoria, BC in March 2022, and presented 12 Safer Space for Students workshops to 3 different schools in the Victoria and Sooke school districts!
2. The Redefining Masculinity Program has exceeded deliverables this school year and has nearly caught up to its pre-pandemic numbers. This year was the first year with a female Program Facilitator facilitating the presentation about toxic masculinity and sexual violence and there has been an overwhelmingly positive response to the new facilitation. Redefining Masculinity was presented in 19 different communities across British Columbia and Alberta.
3. A third-party fundraiser was hosted by a group in South Surrey. The Children of the Street Manager accompanied by the Communication & Development Manager presented a workshop for the group on the topic of child/youth sexual exploitation. This successful event raised \$7,500 to support Children of the Street programs.
4. On June 17th, BC-celebrity Jillian Harris partnered with Children of the Street in a one-hour live webinar aimed at educating parents and caregivers on how to keep kids safe online. Tickets were \$15 per person with all proceeds going towards Children of the Street. 515 people registered which resulted in \$7725 being raised for the program.

5. In November, Children of the Street embarked on a week-long tour of post-secondary institutions in recognition of Victim & Survivors of Crime Week. Thanks to funding from Justice Canada, during the week we provided in-person and virtual trainings to approximately 200 students from Simon Fraser University, Douglas College and others on how to recognize and support victims and survivors of sexual exploitation. The 1-hour workshops included an overview of child/youth sexual exploitation in British Columbia, case studies, trends of youth exploitation on and offline, and an overview of legal issues surrounding sexual exploitation. At the end of each workshop, there was time for Q&A and a live discussion, and resources were distributed to participants.
6. We began implementing the Children of the Street media plan. The plan is multi-faceted and provides a roadmap for garnering media attention, increasing our social media following, improving our web presence, and positioning ourselves as thought leaders in the province. The guidance provided through this plan was factored into our work to redevelop the website as well as our media outreach and response throughout the year. Additionally, three Children of the Street staff were media trained, and are now listed as agency spokespeople when it comes to the topic of child/youth sexual exploitation. As well, archetypes have been drafted for use in our promotional efforts as a way of explaining how sexual exploitation occurs without relying on real stories. This approach was adopted to protect the privacy, confidentiality, and dignity of those affected by the issue. Finally, the plan encouraged us to be bolder in our education of elected officials which resulted in us meeting with representatives from the Ministry of Education and the New Democratic Caucus.

Biggest challenges...

1. Due to delays in the hiring process, new Workshop Presenters hired to facilitate youth workshops didn't start their positions until much later than anticipated. In turn, this resulted in the training curriculum needing to be condensed, in order to allocate enough time to prepare new workshops for the start of the new school year. This also affected the complete redevelopment of the Safer Space workshop. Challenges with hiring continued and only 3 out of the 4 Workshop Presenter positions were filled through the year. One Workshop Presenter resigned in January 2022 and their replacement did not start until February 2022.
2. In January changes due to Covid-19 presented many booking challenges. Many schools cancelled workshops, or coordination was needed to convert in-person workshops requested to virtual. Many teachers also preferred an in-person presentation and wanted to wait until next school year to book again.
3. The Redefining Masculinity had a change in personnel due to staffing and program shifts in June 2021. An existing Program Facilitator was put in place to enhance the program and get familiar with materials and content already developed. Although the program continued to be successful, the transition in staff initially and the redesign of the program took some time.
4. The fundraising environment continues to be competitive, and some long-time Children of the Street funders reduced or stopped their giving. Thankfully, new donors helped to off-set revenue losses.

Our team...staffing



Our team...learning undertaken

1. The Children of Street team participated in a variety of educational webinars and learning opportunities pertaining to the issues of sexual exploitation and human trafficking (training outlined is in addition to the intensive one month training that Workshop Presenters participate in when first hired). Training undertaken included the following:
 - Canadian Sexual Exploitation Summit: Disrupting Demand
 - Transforming Attitudes and Actions of Sex Trade buyers
 - Only Fans and the Growth of Online Exploitation during the Covid-19 pandemic
 - PLEA Gender Pronoun Training
 - Vikki Reynold's Training: Resisting Burnout
 - BC Male Survivors of Sexual Assault Training
 - Combined Forces Special Enforcement Unit of British Columbia's
 - McCreary Centre Society – Youth Gambling webinar
 - BC Integrated Child Exploitation unit
 - Centre for Child Protection
 - Vancouver Indigenous Justice forum (2 days)
 - Media training with Boldt Communications

Fundraising staff attended webinars and researched online resources from a wide variety of fundraising experts and applied best practices in the execution of our fundraising events, online engagement, and written communications to individuals, community organizations, businesses and granting sources.

Our team...new relationships

1. TCO² and the Safer Space program expanded its training curriculum on the issue of sexual exploitation. The program developed a new relationship with the BC Society for Male Survivors of Sexual Abuse to learn about males who are affected by sexual abuse, and Tight Rope Theatre to aid new staff in presentation and facilitation skills.
2. The ITCHA program developed new partnerships with Crime Stoppers of Greater Victoria to deliver workshops to staff and consult and collaborate on material on the issue of exploitation to be distributed. A relationship with the Safe Guardians Network, an anti-human trafficking network that is working to increase parent awareness in Victoria, was established to regularly facilitate workshops as presenters in their community training sessions.
3. Children of the Street developed a new relationship this year, with the Métis Nation of Alberta. TCO², Safer Space and Redefining Masculinity were all presented virtually to a group of youth as a part of programming put on by the Métis Nation of Alberta - Region 2.
4. For a second year, we did a fundraising mail acquisition to acquire new donors for Children of the Street. It resulted in 23 new donors giving almost \$2,000. We continue to solicit these donors to encourage them to give again and increase their gift amounts.
5. A successful grant application resulted in a \$50,000 donation from a new corporate donor.
6. The partnership with Jillian Harris continues to benefit our program and raise awareness regarding the prevalence of child/youth sexual exploitation. Since the live webinar last June, we have remained connected to Jillian and her team, which has resulted in further opportunities for us to educate those within her network.

Next year's goals...

1. Surpass program targets and deliverables for all youth and adult workshops
2. Develop age-appropriate post workshop materials, and activities for youth and teachers to aid in the continuation of follow up, and dialogue on the issue of exploitation.
3. Enhancement of ITCHA and Safer Space Adult workshops to parents and caregivers, with enhanced post workshop packages and resources. The development of tailored workshops to different target audiences (i.e.: law enforcement, youth workers, social workers) to expand reach.
4. Secure between \$510,300 and \$688,067 in fundraising revenue towards the operating costs of the program.
5. Appear in the mainstream media at least eight times as a subject matter expert on the issue of child and youth sexual exploitation, matching this year.
6. Develop and implement a social media strategy to increase our following and engagement on all Children of the Street's social accounts (Facebook, Twitter, Linked In and Instagram).

For more information...

For programming contact Camila Jimenez, Program Manager, at 604-764-0293 or email cjimenez@plea.bc.ca. For fundraising contact Maura Fitzpatrick at 604-362-7259 or email mfitzpatrick@plea.bc.ca.