

ANNUAL REPORT

2008/2009

message from the president



Children of the Street Society is a Provincial Society and Federal Charity concerned with the growing number of children and youth who are sexually exploited in British Columbia.

In the coming year, we anticipate more challenges but also more achievements, as we continue to meet with elected officials at all levels of government to implement changes to legislation to protect the children and youth in our society. We have come a long way and appreciate that we have found support in our government. We look forward to continuing this valued relationship.

Another part of our success is due to our funders. We recognize that our organization has grown due to your continued support. This support includes individuals who became members of our Society; community partners who engaged in fund raising activities with and for us; and the corporate funders who recognized and appreciated our vision enough to choose Children of the Street Society as their charity. Your support is an acknowledgement for what we do and we are very grateful.

With the closing of another year I wish to thank the entire staff for their efforts. Our Workshop Facilitators entertain as well as educate groups all over the Province on a subject matter that is not always easy to communicate. Our small office staff manages a substantial work load often within tight timelines while working in close quarters. On behalf of the Board of Directors, let me say that we appreciate what you do and that it is a pleasure working with all of you.

Looking forward to the year ahead,

Megan Ward, President
December 1, 2009

The 2009 Annual Report represents our 14th year of operation at Children of the Street Society. Beginning with a small group of parents, friends and neighbors in 1995, our organization has grown to become a provincially and federally recognized Society that is a voice for children who have been exploited into the sex trade.

Always in demand, Diane Sowden, Executive Director, and her capable staff deliver programs that provide public awareness and education for youth, caregivers and professional service providers. Requests for these programs are continuous and range from interactive theatre for children and youth to training programs for adults who work with youth. As always, the greatest challenge is to meet every request for service.

We have completed this year with a number of short-term projects with specific focuses, including: a training guide for hospitality management and front-line staff; partnering with youth-based community organizations to form a Community Action Team; and creating an awareness campaign in the lead up to and beyond hallmark events such as the 2010 Olympic Games. New initiatives are in the planning stage for the year ahead.

The Board of Directors is presently engaged in strategic planning that will expand our objectives and goals for the next five years. I wish to thank our Directors for their time, commitment and enthusiasm to assist in the growth and vision of our organization.

message from the executive director

As the 2009 year draws to a close, Children of the Street Society will be entering into its 15th year as a Provincial Society. With each new year, new challenges arise, and this year was no exception due to the difficult economic climate.

Nevertheless, we are celebrating another successful year due to our ability to continuously adapt to change as well as our ability to obtain resources to meet the demand for our services. In doing so, our diversified programs remain designed specifically to meet the needs and varied interests of each community we serve.

The number of youth, parents, caregivers and service providers we have been able to support has been steadily increasing over the past year, and this has been made possible due to our many partnerships and supporters.

Through our school-based sexual exploitation prevention program, we were able to provide a very high level of service by working with schools, and with the full support of principals and teachers.

In the last year our staff have been working tirelessly with many partners to develop a public awareness campaign in the lead up to and beyond 2010, which is now complete and ready to be unveiled in the very near future.

Our mission is to take a proactive approach through public awareness, education, and prevention strategies to decrease the number of sexually exploited children and youth, while also offering support to families.



With changing times, Children of the Street Society has also grown up and matured. To mark these changes, we have completed a corporate rebranding exercise which includes a new logo, positioning line, website, and overall new appearance, as we enter into a new year. The entire design and achievement of our new corporate brand has been generously donated by Porcaro Communications, and we are sincerely grateful for their gift. With this, we end the year feeling energized, focused and with a strong sense of motivation.

Your personal support has been vital to enable us at Children of the Street Society to serve the youth, parents and communities that reached out to us in need of our services. From the bottom of my heart, I thank all of our members, generous and committed donors, volunteers and board members for your dedication and support. Your contribution is what drives and makes Children of the Street Society what we are today!

Thank you for caring,

Diane Sowden, Executive Director
December 1, 2009

programs

TCO²: Taking Care of Ourselves, Taking Care of Others

Another successful year has been achieved by our youth-based prevention program, TCO². Over the past school year, Workshop Facilitators provided participants in grades six through 12, a unique and empowering workshop on preventing the sexual exploitation of children and youth.

Due to the continued high demand for the workshop, and the committed support of our funding partners, a group of six talented Workshop Facilitators designed and delivered a message to children and youth, educating on the realities of sexual exploitation.

To address current trends, our workshops have adapted to be suitable for large group audiences and smaller groups of vulnerable youth. In 2008/2009, TCO² achieved 442 workshops to over 20,430 participants in 29 diverse communities throughout British Columbia. Congratulations to TCO² for its recognition at the 2009 Tri-City REACH Awards and the City of Vancouver Youth Awards!

PLEA Onyx Partnership

This year marked the fourth year of our formal partnership with PLEA Community Services Society of BC and the Onyx Program. Through this partnership, public awareness and prevention workshops are provided to children, youth and service provider groups in communities throughout the Vancouver Coastal Region, including: West Vancouver, Vancouver, North Vancouver, Whistler, Squamish, Mt. Currie, Pemberton, Powell River, Bella Bella, Bella Coola and the Sunshine Coast. The partnership has undoubtedly proved to be successful, as our workshops provide prevention and education material, while Onyx is present to provide support services for sexually exploited children and youth.

It Can Happen to Anyone

It Can Happen to Anyone, presented by Diane Sowden, Executive Director, continues to be a workshop in high demand throughout British Columbia. The workshop addresses an ongoing need for education as trends and legal issues

change and develop. Our most sought after workshop by service provider and parent groups, It Can Happen to Anyone has seen a shift to classroom-based presentations and small focus groups for vulnerable youth. Remarkably, 2008/2009 concluded with 70 workshops to over 2,800 service providers, community-based audiences and youth.

Supporting Families Dealing with Issues of Sexual Exploitation

This year has seen an increased demand for support by parents and service providers, particularly with issues of recruitment, gang involvement and online exploitation. Children of the Street Society responds to these requests by connecting parents, families and service providers to resources and support, including child protection, law enforcement, counseling and one-to-one services such as Onyx. On average, we provided support to 10 cases per month, throughout British Columbia.

Tri-Cities Community Action Team

The Tri-Cities Community Action Team is hosted by Children of the Street Society, in partnership with SHARE Family and Community Services Society. The action team is comprised of government, law enforcement, service providers and community agencies dedicated to promoting avenues of prevention, education and intervention of youth sexual exploitation by actively involving all members of the Tri-Cities.

The past year witnessed another successful media blitz during Halloween to promote the de-glamorization of 'pimp' and 'ho' costumes and parties, while also raising awareness on costumes which sexualize children and youth.

In celebration of the 2009 STOP the Sexual Exploitation of Children and Youth Awareness Week, the action team hosted a Youth Art Galley, featuring a display of visual artwork created by local youth, including young performing artists.

Although funding for this program has officially completed, we would like to thank the action team members for their commitment and contribution throughout the past three years. As a result of the



TCO² Workshop Facilitators

strong partnerships created, action team members will continue to work together in order to meet the ongoing need for awareness and education.

Working with the Hospitality Industry to Prevent Sexual Exploitation

In follow up to the DVD Working with the Hospitality Industry to Prevent Sexual Exploitation: A Training Program, Children of the Street Society has created a new training manual for hotel management and frontline staff to help recognize and prevent sexual exploitation within the hospitality industry. Once an initial training workshop has been provided to a hotel or resort, the DVD and training guide are provided to hospitality management as a sustainable learning tool. Over the next year, we anticipate this new tool will help raise awareness within this sector, as we continue to work with luxury hotels and resorts in Vancouver.

H.O.P.E: Helping Others Prevent Exploitation

Children of the Street Society is once again working with Slingshot Communications to produce a new learning tool in the form of a DVD. The DVD will be used to complement our workshops by providing additional perspectives

on the issue of sexual exploitation, including an experiential voice, law enforcement and interactive youth based skits and role plays. The DVD will help make our workshops more sustainable by allowing community perspectives to be heard throughout British Columbia.

Predator Watch

Predator Watch is a unique and innovative public awareness campaign initiative intended to prevent the sexual exploitation of children and youth in the lead up to the 2010 Olympics and beyond. Over the past two years, Children of the Street Society has been working with government, law enforcement and community agencies to develop a campaign with a specific message to consumers of commercial child and youth sexual exploitation.

The creative design, implementation and production of the campaign has been generously donated by Rethink Communications, and funded in part by the Ministry of Children and Family Development and the Ministry of Public Safety and Solicitor General. The campaign will consist of a 30 second TV spot; a series of three print ads; campaign logo; and website. The launch of this exciting campaign is anticipated for 2010 which we will continue to build on into 2010 and beyond.

supporters

From workshops, to creating and producing a public awareness campaign, and designing a new corporate brand, our successes are due in large part to our supporters. Thank you.

Assistant Deputy Ministers Committee
on Prostitution and Sexual Exploitation
BC Gaming Policy and Enforcement Branch
BC Social Venture Partners
City of Coquitlam Community Capital Fund
CIBC Children's Foundation
Coquitlam Foundation
Envision Charitable Foundation
Face the World Foundation
Husky Energy Inc.
Ministry of Children and Family Development
Ministry of Public Safety and Solicitor General
PLEA Community Services Society of BC
Porcaro Communications
Rethink Communications
Soroptimist International of the Langleys
Soroptimist International of the Tri-Cities
TELUS
TELUS Employee Giving Program
The McLean Foundation
The Vancouver Sun Children's Fund Society
Toskan Casale Foundation
–Youth Philanthropy Initiative
United Way Donor Directed Gifts
Westminster Savings Foundation

Businesses

2nd Look Day Spa
Austin Properties
Costco Wholesale, Port Coquitlam
Gateway Consulting Services
Makam Construction Ltd.
Scott Clarke, Sutton Group – Ist West Realty
Sharpies Bike Shop
Starbucks Coffee Co.
Yuen's Family Martial Arts

Community Groups & Schools

Association of Neighbourhood Houses
of Greater Vancouver
Capilano Elementary
Catholic Women's League of Canada

Chief Maquinna Elementary
Delta Manor Elementary
Dr. Charles Best Secondary
Hudson Out of School Care Society
John Oliver Secondary
Johnston Heights Secondary
King George Secondary
Kinnikinnick Elementary
Kitsilano War Memorial Association
Kla-How-eya Aboriginal Centre of SACS
Kwayhquitlum Middle
Langley Secondary
Magee Secondary
Mary Jane Shannon Elementary
Merritt Secondary
North Surrey Learning Centre
Pitt Meadows Ladies' Bridge Club
Queen Alexandra Elementary
Queensborough Middle
R.E. Mountain Secondary
Semiahmoo Secondary
Seymour Heights Elementary
School District No. 36
School District No. 43
School District No .78
Spirit of the Children Society
South Delta Secondary
Sutherland Secondary
Thunderbird Community Centre
Vancouver Coastal Health
Vancouver Talmud Torah Association
Westview Secondary
White Rock Elementary

Individuals

Carrie Rule
Anonymous, in Honor of Darcy Boyd
Davinder Bhachu
Louise Crane
Mary Lazarski
Nita Spittle
Penny Priddy
Sharon Drysdale

Thank you to all of our committed Members as well as those who have contributed workshop honoraria over the past year. We are grateful for your support!

2008/2009 board of directors & staff

Board of Directors

Megan Ward	President
Rebecca Prins	Vice President
Amelia Plowman	Secretary / Treasurer
Jim Chapman	Director
Christina Culver	Director
Penny Priddy	Director
Oscar Ramos	Director
Barry White	Director

Staff

Diane Sowden	Executive Director
Stephanie Owen	Program Manager
Amy Schactman	Workshop and Facilitator Coordinator
Catherine Cachia	Fund Development Coordinator
Esther Asirvatham	Administrative Assistant
Lana Henley	Practicum Student: Douglas College Child and Youth Care Program

Thank you to our 2008/2009

Workshop Facilitators:

Trang Doan
Megan Frankham
Tony Hajdu
Daryl MacAskill
Melanie Manuel
Meghan Toal

Welcome our 2009/2010

Workshop Facilitators:

Geoff Boon
Jaclyn Chang
Danielle Hailey
Jenniffer Martinez
Alison Shields
Jordan Wilson

