

ANNUAL REPORT

2010/2011



message from the president



In 2011, Children of the Street Society celebrated its 16th Anniversary. Since 1995, our organization has grown into a leading organization addressing the issue of sexual exploitation in British Columbia. This past year we continued to witness an ever increasing demand for our services throughout the province, ranging from public awareness, prevention, education, early intervention and support.

Executive Director, Diane Sowden and her capable team continue to deliver a comprehensive program of workshops ranging from prevention and education, to early intervention workshops for high risk children and youth. Diane and our Workshop Facilitator team travel tirelessly throughout the Lower Mainland and to every corner of the province. From Bella Bella, Bella Coola, Prince Rupert, Midway, Grand Forks, Duncan and Courtenay, our workshops were well received by an unprecedented 32,605 participants this past

year alone. Our workshops continue to evolve as the issue of sexual exploitation evolves, and this year proved to be no exception as technology and online forms of sexual exploitation were at the forefront of our communities.

Our success is due to the many partnerships we share with a variety of stakeholder groups. Together we are able to achieve greater steps in protecting children, youth, families and communities from sexual exploitation. We acknowledge and thank our long standing partners including all levels of government, law enforcement, service providers, community groups, educators and schools, for working through this challenging issue and identifying new and innovative approaches to stopping sexual exploitation. We are also excited about new partnerships formed, and as our momentum continues to build, we are able to achieve a more comprehensive and widespread impact.

The Board of Directors continues to engage in strategic planning to help expand our strategic goals and objectives over the next five years. I wish to thank the Board of Directors for their time, commitment and passion to assist in the growth and reach of our organization throughout the province.

With the closing of another year, I wish to thank our dedicated staff for their passion and commitment to the issue and our organization. As the demand for our workshops and programs increase throughout the province, our staff continues to determine ways to meet this ever increasing demand while continuously improving our services. I would also like to acknowledge and thank our funding partners for their continued support, as well as our members, individual donors, volunteers and the local businesses who support our work. With your generosity and continued support, we are steps closer to achieving our vision.

Looking forward to the year ahead,



Megan Ward, President
November 2011

message from the executive director

The issue of sexual exploitation of children and youth has gained undeniable attention on a global scale, particularly with the advancement and accessibility of technology. Despite the continuously evolving nature of sexual exploitation, our dedicated staff continues to remain focused in working toward our vision statement of "A world where children and youth are safe and free from all forms of sexual exploitation."

As our work evolves, Children of the Street Society must continue to work in partnership in order to leverage our collective strengths to produce even greater achievements to help achieve our mission and vision in communities throughout BC. To achieve this we will engage in dialogue around controversial issues, and help form strategic partnerships to facilitate solutions to problems of mutual concerns, in order to ensure children and youth are safe.

An issue which received widespread attention this past year, particularly as it overlaps with the issue of sexual exploitation, is the issue of gangs. In partnership with government and law enforcement, Children of the Street Society continues to address these complex linkages between girls, gangs and sexual exploitation in our workshops. Undoubtedly, we have witnessed an increased need to address the issue of gangs and sexual exploitation and we will continue to work with our stakeholder partners to make positive advancements in this emerging social issue.

This past year, the Society and our staff have further demonstrated a commitment to diversity in the fight against sexual exploitation by partnering with government and law enforcement in the expansion of Predator Watch. Through this multi-media public awareness campaign aimed at stopping child predators from soliciting children and youth online, we engaged the public through television, radio, print and online advertisements. Our award winning campaign received excellent media exposure, including a multi-million dollar gifted media placement on radio and television stations throughout the province, on behalf of the British Columbia Association of Broadcasters Humanitarian Award. As millions of community members were informed of the message of Predator Watch, we are certain that lives have been transformed as a result of this innovative initiative.

Another key initiative which I am most proud of was the Youth Art Engagement Project, a pilot project aimed at fostering youth voice and creative art expression among high risk youth at three partnering schools in Coquitlam. Over an eight week period the project engaged 31 youth, and culminated at a Youth Art Gallery Celebration which showcased the creative talent of the youth. As a result of this project's success, it will be expanding into Vancouver next year.

Once again, Children of the Street Society could not have achieved its success this past year without the support of our dedicated and generous funding partners, members, donors and volunteers. Your continued support has once again made it possible this year to expand our programs and increase the number of individuals we have had the opportunity to educate and support. We look forward to continuing our work with you in the coming year.

Thank you for caring,



Diane Sowden, Executive Director
November 2011

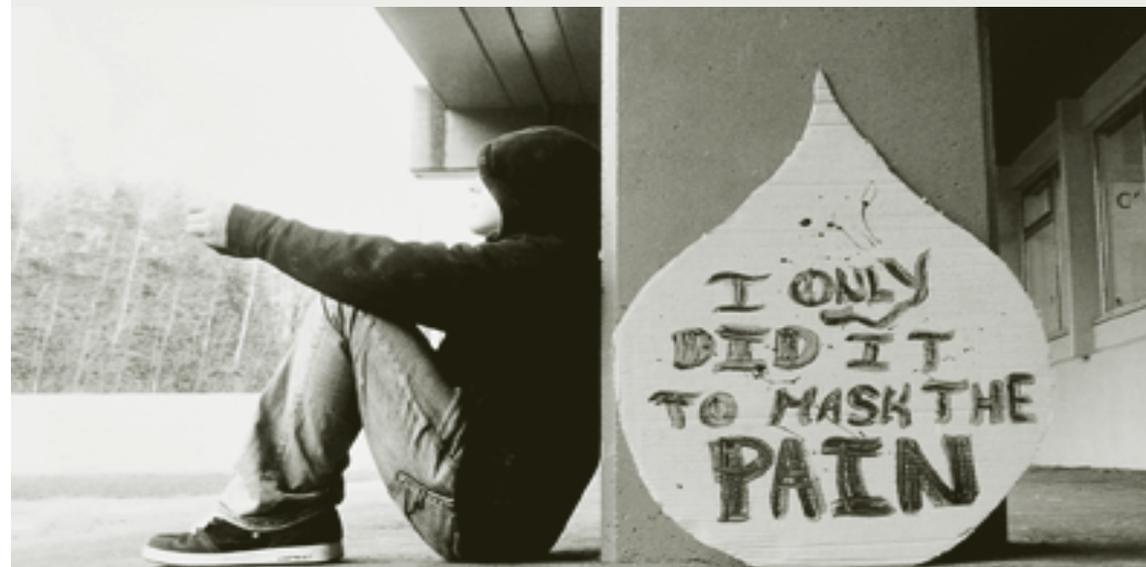


mission

To take a proactive approach through public awareness, education and early intervention strategies to prevent the sexual exploitation of children and youth, while offering support to families.

vision

A world where children and youth are safe and free from all forms of sexual exploitation.



Youth Art Engagement Project

TCO²: Taking Care of Ourselves, Taking Care of Others

We are inspired by the support for our school based prevention, education and early intervention program, Taking Care of Ourselves, Taking Care of Others (TCO²). The 2010/2011 school year proved to be one the busiest years on record, as demand for the program from schools and communities throughout the province far exceeded our ability to meet it. During the 2010/2011 school year, our Workshop Facilitators completed 544 workshops for 28,811 participants ages 11–18 in 31 communities across British Columbia.

Although our workshops continue to be in high demand in mainstream classrooms, we have witnessed an increase in requests from alternate education programs, after school programs, youth centres, girls' groups, drug treatment and custody centres. This year, approximately 30% of our workshops were delivered to high risk groups of youth, including youth who were displaying warning signs of sexual exploitation or who were sexually exploited.

programs

Highlights of the year included:

- In partnership with PLEA Onyx, workshops were delivered in Bella Bella for grades 6–12 students;
- In partnership with Prince Rupert RCMP and Victim Services, TCO² presented at “Out of the Shadows: Stopping the Sexual Exploitation of Children and Youth” conference;
- In partnership with the Quesnel School District, presentations were conducted for all students in grades 6–12;
- In addition to conducting TCO² workshops throughout the Lower Mainland, workshops were also delivered in Abbotsford, Agassiz, Bella Bella, Boston Bar, Chilliwack, Courtenay, Duncan, Grand Forks, Greenwood, Midway, Squamish, Powell River, Prince Rupert, Princeton, Quesnel and Victoria.

It Can Happen to Anyone

This past year, It Can Happen to Anyone was once again in high demand, ranging from high risk audiences to parents and service providers. In the past year, 62 workshops were delivered for 3,794 participants in 16 communities throughout the province.

Program highlights included:

- Conducting a train-the-trainer session in St. Johns, Newfoundland for service providers at St. Johns Community Against Sexually Exploited Youth (CASEY);
- Delivering a full day workshop for service providers in the community of Quesnel as part of a wrap around community training initiative;
- Presenting to over 200 service providers in Victoria at a Human Trafficking Conference hosted by the Capital Region Community Action Team and local law enforcement;
- Presenting at PLEA Daughters and Sisters Program, for youth dealing with drug addiction;

Supporting Families Dealing with Sexual Exploitation

Once again, this year has seen an increase in demand for support from parents and service providers, particularly with issues of recruitment, gang involvement and online facilitated sexual exploitation. Each year, Children of the Street Society provides direct support to approximately 70 families and/or service providers with concerns about a sexually exploited child or youth. A young person may be anywhere along the spectrum of sexual exploitation, and support may include providing education, resources or referrals. Through our long-standing partnerships, we continue to work with law enforcement, child protection, educators, and service providers as well as a variety of social programs in order to support young people and their families.

Youth Art Engagement Project

In partnership with the Amir & Yasmin Virani Family Foundation and Vancouver Foundation Youth Philanthropy Council, Children of the Street Society launched a new initiative called the *Youth Art Engagement Project*. Over a period of eight weeks, our Workshop Facilitators worked with three groups of high risk youth from three partnering schools in Coquitlam: Dr. Charles Best Secondary; Coquitlam Alternate Basic Education (CABE); and PLEA Goal School.

The goal of the project was to prevent the sexual exploitation of children and youth, while fostering youth leadership and promoting youth voice. In total, the project engaged 31 youth who participated in eight weeks of learning sessions consisting of one hour of education and awareness and one hour of artistic creation. Learning sessions included an in-depth exploration of the issue of sexual exploitation including media influence, gender stereotypes, youth gangs, and online sexual exploitation.

programs



Youth Art Gallery Celebration and Artwork

Feedback from the project was overwhelmingly positive, as participants shared their insight on a variety of issues affecting youth today, through creating over 40 pieces of artwork. Art mediums used in the project included acrylic paint, oil pastel, chalk, graffiti art, spoken word, collage, and photography. The project culminated at a Youth Art Gallery Celebration event with over 60 community members in attendance, featuring the artwork of the youth as well as musical talent from local students.

Provincial Awareness Week

2011 marked the 13th Annual Stop the Sexual Exploitation of Children and Youth Awareness Week. Held annually in the month of March, Awareness Week recognizes the importance of supporting communities to develop prevention, education, enforcement and intervention strategies to address the sexual exploitation of children and youth.



Children of the Street Society celebrated Awareness Week through supporting and participating in a variety of initiatives throughout the week of March 7th–13th. As co-host of the Tri Cities Community Action Team, and in partnership with the Ridge Meadows Community Action Team, the Society supported an awareness event in Maple Ridge for approximately 25 community members. The event, ‘Parenting in a Cyber Age’ included a candle light walk for community members followed by a presentation by Merlyn Horton of Safe Online Outreach Society.

Other Awareness Week activities included partnering with the Vancouver Community Action Team to support a forum in Vancouver for over 100 service providers, focusing on the topic of navigating youth work in an online era.

programs

Predator Watch

Since the official launch of Predator Watch in January 2010, the multi-media awareness campaign aimed at stopping child predators from soliciting children and youth online has continued to build exciting momentum. In partnership with Rethink Communications, the campaign includes print, television, three radio advertisements, and an online component (PredatorWatch.ca).

In June 2010, Predator Watch was awarded the 2010 Humanitarian Award on behalf of the British Columbia Association of Broadcasters. This generous award provided the campaign with a multi-million dollar gifted media placement on television and radio stations throughout the province for 52 weeks. As a result, millions of British Columbians heard and saw the message of Predator Watch on 13 television stations and 107 radio stations throughout the province.

The campaign's print advertisements depicting police officers wearing hyper-real masks of children's faces with the tag line *Attention Predators: Undercover Officers are Online* also received attention appearing on the cover of Applied Arts Magazine's December 2010 issue. In March 2011, the radio spot 'Anonymous' took home Best In Show at the Crystal Awards, while the campaign overall won Silver. The Creative Team at Rethink Communications also took the campaign to an International Level, as the Predator Watch radio spot 'Anonymous' was shortlisted at the Cannes Lions International Festival of Creativity.

While the campaign has undoubtedly increased public awareness about the issue of sexual exploitation and enhanced public reporting to channels such as Cybertip.ca, Predator Watch has been effectively utilized by law enforcement as a media tool in alerting child predators that undercover officers are online. The program has been highlighted in a series of arrests for child luring and child pornography by Vancouver Police Department.



Predator Watch Print Campaign



BCAB Humanitarian Awards

testimonials

"One of the teachers who booked a presentation informed me that at her school there was a 13 year old girl who she thought was being groomed for the sex trade. She talked to the girl often, but with no success. TCO² delivered a workshop at the school and after the presentation the girl approached her teacher and said, 'That's me, isn't it?' After the workshop, the girl disentangled herself and turned things around. If you and I do nothing else, it is worth it just to know that we have made a difference in at least one life."

BILL M^cELROY
CAPITAL REGION COMMUNITY ACTION TEAM

"I just wanted to mention that my daughter told me quite a lot about her participation in the Children of the Street Society program that wrapped up today. Once she explained it all to me, the light bulb went on and I realized that she was selected for a reason. She has made great positive progress this school year and I think her past issues are being left behind. I'm sure you were involved in some way with this and I thank you. I don't think she even knew that this was done to help her."

FATHER OF YOUTH PARTICIPANT

supporters

With sincere appreciation, our successes are due in large part to our supporters. Thank you.

Austin Properties
BC Gaming Policy and Enforcement Branch
BC Hydro HYDRECS Fund
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Boag Foundation
British Columbia Association of Broadcasters
City of Vancouver
CKNW Orphans Fund
Edelman Vancouver
Face the World Foundation
First West Foundation
Husky Energy Inc.
McCarthy Tétrault Foundation
Ministry of Children and Family Development
Ministry of Public Safety and Solicitor General
National Council of Jewish Women
PLEA Community Services Society of BC
Porcaro Communications
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Soroptimist International of the Langleys
Soroptimist International of the Tri Cities
SpencerCreo Foundation
Starbucks Canada Charitable Foundation
TELUS
The Evening Optimist Club of Coquitlam
The Amir & Yasmin Virani Family Foundation
The Body Shop Foundation
The Hamber Foundation
The McLean Foundation
The Vancouver Sun Children's Fund Society
United Way Donor Directed Gifts
Vancouver Foundation Youth Philanthropy Council
West Vancouver Community Foundation

Businesses & Groups

Thank you to all of our committed Members and Donors as well as those who have contributed workshop honoraria over the past year. We are also grateful to the many local businesses that have supported our fundraising events and initiatives in order to make them a success. We are grateful for your support!

2010 / 2011 board of directors & staff

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Meghan Toal	Program Coordinator
Esther Asirvatham	Administrative Officer
Andrea Krakan	Practicum Student: CDI College
Vanessa Mani	Practicum Student: Douglas College

Thank you to our 2010/2011

Workshop Facilitators

Gillian Angrove
Calvin Comfort
Amar Ghelani
Ada Tsang

Welcome our 2011/2012

Workshop Facilitators:

Emily Huynh
Ian Jung
Andrea Krakan
Larissa Maxwell
Jaedyn Starr



Fuchsia-coloured ribbons

symbolize efforts to prevent the sexual exploitation of children and youth; fuchsia is a combination of red, for red light districts, and purple, the provincial colour for violence prevention. Please wear a fuchsia ribbon to help raise awareness.

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