



# 2019-2020 IMPACT REPORT



## WE BELIEVE

THAT FREEDOM  
SHOULD INCLUDE  
EVERYBODY.

## VISION

#NOTINMYCITY RAISES  
AWARENESS TO DISRUPT,  
PREVENT AND END  
HUMAN TRAFFICKING. NOT  
HERE. NOT ANYWHERE.  
#NOTINMYCITY.

## MISSION

WE DISRUPT HUMAN  
TRAFFICKING BY:

- Raising awareness
- Creating a platform for collective action
- Mobilizing communities

## A NOTE FROM OUR FOUNDER

Resilience. It's a word I've considered a lot over the past year. While we could never have anticipated how our world would change in 2020, I have seen how collectively, we can apply resilience to get through, support each other and make a difference.

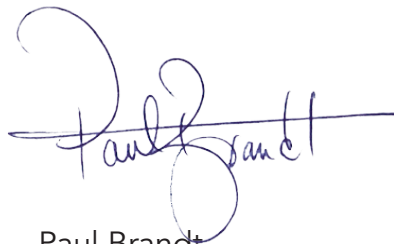
While the pandemic may have changed how we can gather together, it has not changed our unified determination and drive to disrupt human trafficking. Our team adapted to the new landscape with some innovative programming, including:

- Adapting our annual "Seeing Yellow" campaign to work well in a virtual setting, while still supporting local businesses and driving awareness for our cause
- A greater focus on the increase of online luring, exploitation and trafficking, which saw a spike at the onset of the pandemic
- Partnering with local agencies to provide support to vulnerable members of our community

I'd like to extend a special thank you to our donors, stakeholders and partners who have never wavered in their commitment to standing with us as Allies. I know this past year hasn't been easy, and we are humbled and grateful for your support.

Last, I'd like to acknowledge the courageous survivors who have shared their voices and stories with us over this past year. You are all heroes.

Resiliency is powerful because it encompasses a sense of hope; and maintaining that sense of hope has been effective! Our persistent efforts are moving the needle and making an impact. Thank you for supporting our work and holding the belief that Freedom truly should be for everybody.



Paul Brandt  
#NotInMyCity Founder

# OUR BEGINNINGS



#NotInMyCity was launched in July, 2017 and is championed by Paul Brandt to prevent and end human trafficking and sexual exploitation, with a focus on children and youth. #NotInMyCity builds alliances to support, facilitate and advocate for the development and mobilization of a strategic, integrated plan to bring about transformational and sustainable change at the grassroots, practice, policy and legislative levels.

# WORKING IN ALLIANCE

Whether you've stepped up to provide financial contributions, in-kind support or served as a partner to help us further our cause, we simply would not be where we are today without your dedication and vision. We appreciate all of the supporters and organizations who have been visionaries for our cause from the start.



# COMMUNITY SUPPORT

*"Not In My City has built so many new partnerships and is truly making a difference in tackling the complexity of sexual exploitation and human trafficking. While many organizations are working on the problem, Not in My City is the only forum that brings them all together to break down barriers and create true efficiencies in countless areas. The work of Not In My City has profoundly changed how we view human Trafficking and Sexual Exploitation."*

**- Jan Fox, Executive Director, REACH Edmonton Council for Safe Communities**

# OUR STRATEGIC DIRECTIONS

#NotInMyCity has built a comprehensive operations plan that focuses on our strategic objectives:

1



## SUPPORTING HIGH-RISK YOUTH

Developing a Community Response Model to ensure youth receive the full continuum of care they require to heal, move forward and lead healthy and productive lives.

2



## BUILDING COMMUNITY AWARENESS AND ACTION

Increasing public awareness and education across Canada working in partnership with government, community organizations, airports and businesses/corporations.

3



## ADDRESSING THE UNIQUE NEEDS OF VULNERABLE GROUPS

Supporting frontline work with socially and economically disadvantaged populations to identify and action priorities to reduce risk and improve access to resources, with a focus on Indigenous Peoples.

4



## ADVANCING LEADING PRACTICES

Establishing partnerships with researchers, content experts and national/international organizations to advance understanding and mobilization of leading practices and outcomes.

5

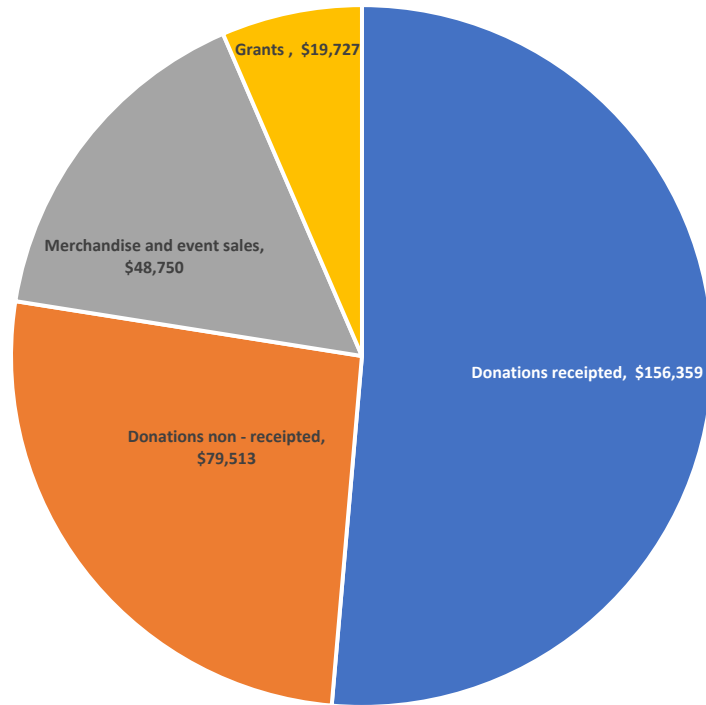


## EMPOWERING INDIVIDUALS WITH LIVED EXPERIENCE

Engaging with and respecting the voice and experience of survivors in the development of strategies and programs.

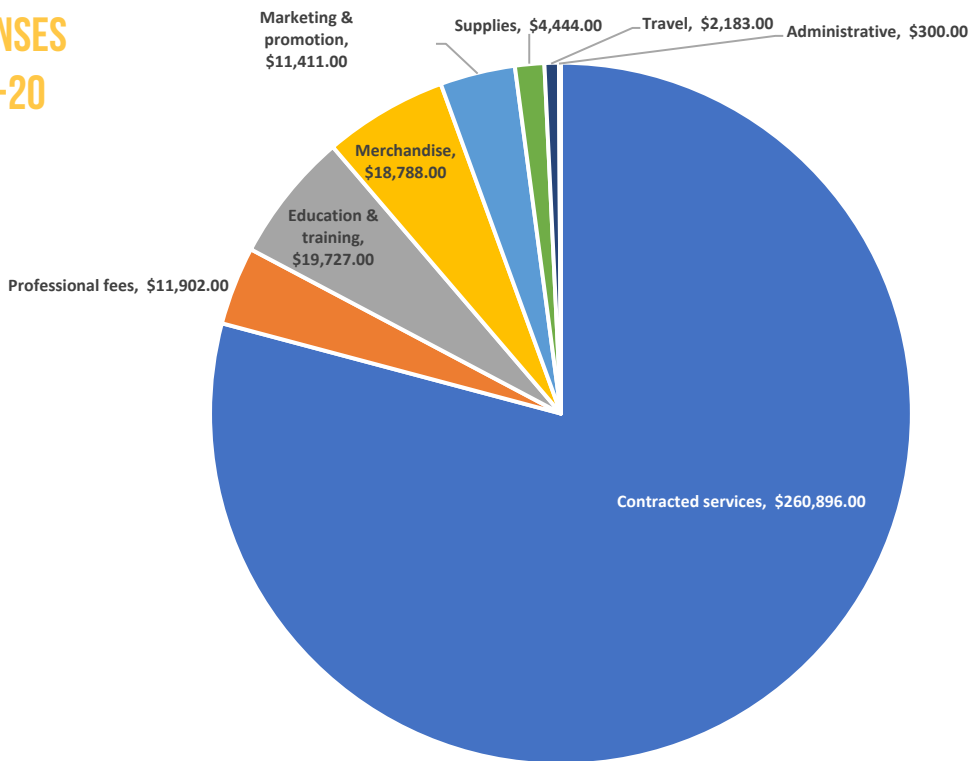
# FINANCIALS

## REVENUES 2019-20



■ Donations received ■ Donations non - receipted ■ Merchandise and event sales ■ Grants

## EXPENSES 2019-20



■ Contracted services ■ Professional fees ■ Education & training ■ Merchandise ■ Marketing & promotion ■ Supplies ■ Travel ■ Administrative

# A TIMELINE OF OUR PROGRESS

## 2017



APR

Paul Brandt's role as Storyteller in Residence at Mount Royal University engages students to design an anti-human trafficking campaign. A team of alumni students are chosen to build the #NotInMyCity brand.



MAY

Canadian Fashion Designer Paul Hardy designs the iconic yellow rose logo, which has since become an important visual emblem and a beacon of hope for #NotInMyCity.



JUL

Paul Brandt launches #NotInMyCity with an awareness and fundraising event at Deane House in Calgary, AB.



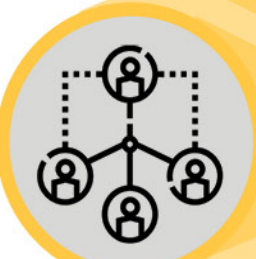
JUL

MNP's Stampede Chuckwagon tarp includes #NotInMyCity's yellow rose logo to increase awareness to hundreds of thousands of spectators and viewers.



JUL

Funds raised from Prairie Merchant and Brett Wilson's annual Prairie Rowdy event directed to #NotInMyCity.



OCT

#NotInMyCity spearheads a consultation process with individuals who provide expertise and perspective on the issue of Human Trafficking from regional, provincial and national levels.

## 2018



JAN

#NotInMyCity brings together senior representatives from Police, Health, Children's Services, Crown, Education, First Nations, City of Calgary and the Ministry of Community and Social Services. This was the first time all systems had come together to discuss this issue and work in collaboration.



FEB

Meeting is Co-Hosted with Calgary Police Service to bring together senior representatives from government and organizations for further consultation and identification of priorities moving forward. This work informed the development of Four Strategic Directions and a Strategic/Operational Plan to support and guide action steps for each strategy.



MAY

Kat Marks at LETHRBAR partners with #NotInMyCity to design a collection of yellow leather items to raise awareness and funds.



JUN

#NotInMyCity holds its second awareness and fundraising gala at Deane House in Calgary, AB. To mark the event, the Calgary Tower and Reconciliation Bridge is lit up in yellow. June 20th is named "#NotInMyCity Day".



JUN

YYC International Airport partners with #NotInMyCity to build awareness through educating and training staff, volunteers and guests.



JUL

City of Calgary and Calgary Transit rolls out 30 buses with #NotInMyCity's message.



JUL

MNP sports #NotInMyCity's yellow rose on their chuckwagon tarp for a second year.



JUL

Prairie Rowdy directs funds raised for a second year in a row to #NotInMyCity.



OCT

In partnership with the Calgary Police Service, #NotInMyCity hosts Detective Mike Russo from the Chandler Police Department, Arizona for an information session and discussion, designed for law enforcement personnel, on Human Trafficking for a sexual purpose and Child Exploitation.

# 2019



JAN

#NotInMyCity heads across Canada on The Journey Tour with Ally and Founder Paul Brandt, bringing the yellow rose to 22 cities and 60,000 concert attendees across the country and creating national awareness. Twitter posts using the hashtag #NotInMyCity gained 1.26 million impressions.



APR

Meeting held with key stakeholder groups in Edmonton to explore opportunities for leveraging strengths to address human trafficking in Edmonton, Calgary and across Alberta.



MAY

Calgary Police Service and #NotInMyCity host a workshop for law enforcement members on Human Sex Trafficking/Child Exploitation with guest speakers Corporal David Lane From Nova Scotia RCMP and Detective Lieutenant Dominic Monchamp from the Montreal Provincial Human Trafficking Integrated Team.



MAY

Meeting held with Founder Paul Brandt and Treaty 6, 7 & 8 Chiefs to discuss partnership with Indigenous Communities.



JUN

#NotInMyCity launches the "Seeing Yellow" campaign for the month of June to engage individuals, groups and businesses to raise awareness and funds.



JUN

Edmonton International Airport formally announces their partnership with #NotInMyCity, with support from the City of Edmonton, Edmonton Police Service, REACH Edmonton, and RCMP.



JUN

Canadian Jewelry Company Hillberg & Berk and #NotInMyCity launch their partnership with a line of



JUL

MNP sports #NotInMyCity's yellow rose on their chuckwagon tarp for a third year in a row..



JUL

Funds raised from Prairie Rowdy event is directed to #NotInMyCity for a third year in a row to support community initiatives..



AUG

#NotInMyCity joins the Calgary Foundation as part of their non-profit community.



AUG

#NotInMyCity presents to an engagement session hosted by the Ministry of Justice to help inform the development of Alberta Legislation on human trafficking.



SEP

Founder & Ally Paul Brandt is The Star Calgary's first guest editor with a piece on human trafficking and sexual exploitation.





SEP

Paul Brandt accepts the Slight Music Humanitarian Award for his work with #NotInMyCity at the CCMA Awards Show, presented by survivor and Ally Alisha.



NOV

#NotInMyCity presents to the Security Units of the Class 1 Airports in Canada to bring awareness and advocate for consistency in messaging across national airports.



NOV

Siksika Health Services hosted a gathering with #NotInMyCity and Indigenous representatives. Paul Brandt was honoured and given the Blackfoot name of Buffalo Bull Shield.



NOV

Chiefs representing Treaty 7 wear #NotInMyCity bandanas at the Grey Cup game in Calgary, AB.

# 2020



FEB

In partnership with regional partners, national and international thought leaders, #NotInMyCity launches education and awareness materials on human trafficking and sexual exploitation in Canada.



MAR

Canadian jeweller Hillberg & Berk launch their International Women's Day campaign with funds raised given to partner organizations working to dismantle the systems responsible for human trafficking, including #NotInMyCity.



APR

In response to the COVID-19 global pandemic, #NotInMyCity partners with local agencies to provide support to vulnerable members of our community.



MAY

Paul Brandt is appointed by Premier Jason Kenney as chair of the new Alberta Human Trafficking Task Force.



JUN

#NotInMyCity launches their summer of "Seeing Yellow" for year 2 of this annual campaign to engage individuals, groups and businesses to raise awareness and funds.

## DIGITAL IMPACT

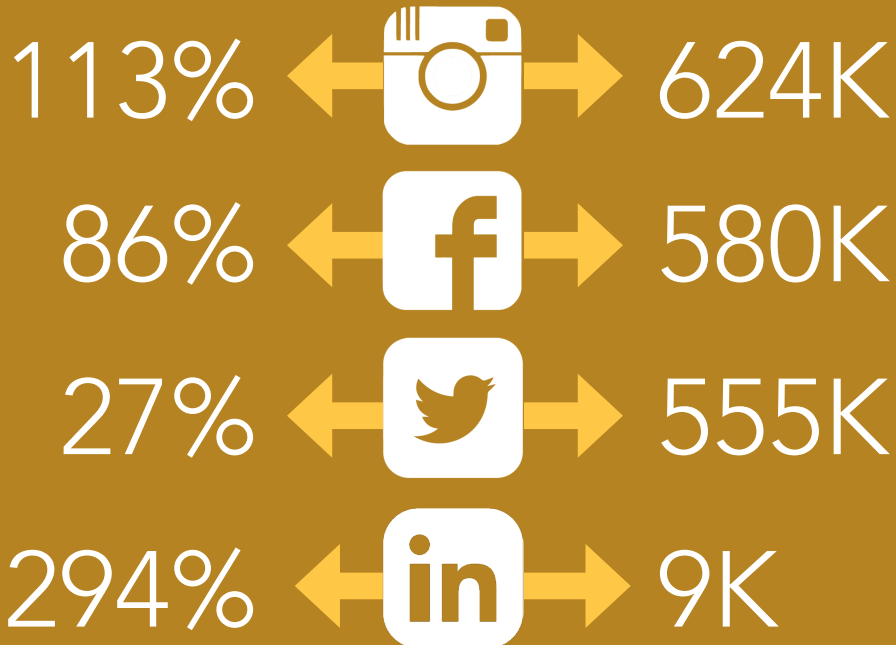


# 13,000

## NEW WEBSITE VISITORS

INCREASING ANNUAL  
USERS BY 7%

## GROWTH RATE



## IMPRESSIONS

## 811 SUBSCRIBERS

**11% CLICK THROUGH RATE**  
2X THE INDUSTRY AVERAGE



# ADVISORY COMMITTEE

- TOM & DEBRA MAURO
- PAUL & LIZ BRANDT
- ROSANNA IMBROGNO
- BONNIE JOHNSTON
- BRIAN MCCONAGHY

## GET INVOLVED

There are a number of ways you can become an Ally and support the work of #NotInMyCity.



Learn more about the issue in Canada, what indicators to look for, and how to take action.



Amplify the message by sharing facts, articles, and stories from those with lived experience.



Shop our collection of custom fashion items that raise awareness and funds for our work.



Take a Stand/End Demand, and stay connected. Follow @NIMCally on social media and share our content.



Sign up for our newsletter to stay up to date on campaigns, events, and other opportunities.



Fund an ongoing project or make a donation to support our work.



# DO NO HARM

When dealing with suspected cases of sexual exploitation and trafficking, the overriding principle is that you act with care and make every effort to avoid causing harm to yourself or to the possible victim. Sexual exploitation and trafficking is a crime and under no circumstances should the suspected victim or concerned individual be compromised.

**IF YOU SEE SOMETHING, SAY SOMETHING.** Any tip reported is welcome. Provide the information to allow professionals to decide if action can be taken.

## REPORTING

If you suspect someone is the victim of sexual exploitation or sex trafficking, it is your responsibility to speak up. If the victim is under 18 years of age, it is mandatory under federal and provincial law to report the suspected or known sexual exploitation of children.

- Notify Local Law Enforcement
- Call 211 (Alberta)
- Call Canada's National Human Trafficking Hotline (1-833-900-1010)

**IF IN IMMEDIATE DANGER, CALL 911**



## CONTACT

PO BOX 31041 - RPO BRIDGELAND  
CALGARY, AB  
T2E 9A3

**[WWW.NOTINMYCITY.CA](http://WWW.NOTINMYCITY.CA)**