



OUR IMPACT

SEP 2020 - AUG 2021

www.notinmycity.ca | @nimcally



2017 is when I first learned about #NotInMyCity, at that time I had no idea that our country was in need of an organization such as them. As time passed I noticed more stories in the news about human trafficking, then I was watching a fictional show on tv, child sex trafficking was the subject matter of that show...after watching it I remembered the NIMC organization and I went to their website and started reading. That's when I decided I really wanted to help.

I seriously had no idea how I could help...how does a pastry chef help with something like this? So I reached out to them about raising some money for them and selling chocolates at the same time. I was happy to know we raised a bit of money but more importantly we raised awareness about human trafficking in our city, province and country and that was important to me because these terrible things should not be happening here or anywhere, nobody should ever have to deal with that pain/shame.

WeNEEDorganizationslike#NotInMyCity. They not only bring awareness to the issue, but they help educate us so that we know what to be on the look out for and if we suspect someone is being trafficked then we know what to do and what not to do...the online course they offer is so valuable.

I am so proud to talk about #NotInMyCity with my friends, family and customers.

- Nicole Buckton, Pastry Chef/Owner of Those Chocolates



Table of Contents

Note from the Directors.....3

Note from the Founder.....4

Background.....6

Vision & Mission.....6

Strategic Directions.....6

Alliances.....7

The Year in Review.....8

Community Impact.....10

Digital Impact.....11

Course Impact.....12

Financials.....14



Note from the Directors

Thank you for your commitment towards helping to end human trafficking and sexual exploitation. As we embark on our fifth year since the launch of #NotInMyCity (NIMC), it is incredible to witness how far this organization has come to help raise awareness and create positive change.

As you will see within this report, we achieved some significant new milestones this past year. We launched a number of new initiatives, including partnerships with the Alberta Motor Transport Association, Flair Airlines and multiple airports across the country. We launched a custom e-learning course, and to date, thousands of Canadians have completed the program. We built a strategic partnership with 2-1-1, providing community responders in Alberta with the skills and knowledge to support those at risk or currently being trafficked. We supported the creation of outreach worker positions, helping to support high-risk youth in our communities.

Alongside REACH Edmonton, we helped to facilitate the Provincial Human Trafficking Network, bringing together over 35 organizations to share information, expertise, and best practices.

More importantly, we connected with survivors, listening intently to their stories and their personal experiences. We value and respect their courage and their willingness to stand up in the interest of helping others. We hear you, we see you, we honour you.

All of these achievements share something in common: A strong sense of collaboration. There are more than 100 community agencies and stakeholders now working together to make

a difference. We are so grateful to the many organizations in the private and public sectors who are coming together to address the issue of exploitation and trafficking.

To all of those who feel vulnerable or have been impacted by the trauma of sexual exploitation and human trafficking, we are here for you and we believe in you.

Thank you for serving as an Ally with us.



Bonnie Johnston & Rosanna Imbrogno
Co-Executive Directors
#NotInMyCity

Note from the Founder

It has been said that the smallest minority of all is the individual.

In the busyness of modern life, with its systems and organizations, it can be challenging to see the delicate intricacies that make up each person, each a unique trellis and framework upon which the experiences of their lives take hold.

I love to garden. With spring right around the corner, it is impossible for my mind not to get swept away into planning my plantings, gathering seeds, and imagining the possibilities of new life. My thoughts stray to strategies on how to promote healthy growth, how to prevent mold, insects, deer, and any number of factors that might threaten my garden's path to beauty and productivity. It requires forethought, knowledge, discipline, and constant vigilance.

In the garden of the community, Human Trafficking is a disease which rots the roots of society, and stunts the growth of individuals. If tended to properly, new growth will blossom and triumph over the threat.

While certain groups are disproportionately affected by the crime of Human Trafficking, the crime does not discriminate. Human Trafficking can impact anybody. Sexual exploitation can happen to any child or youth regardless of social, cultural or economic background. Human Trafficking and Sexual Exploitation is a serious and complex crime stripping individuals of their rights, freedoms, and humanity.

While it is too overwhelming an issue for one person to combat alone, one by one, armed with the right information and in connection with the right network, a growing number of

#NotInMyCity Allies are changing the face of this \$150 Billion dollar per year global crime industry.

By knowing the signs to look for, each #NotInMyCity supporter individually makes the decision to use their unique capacities to affect change. We are moving the needle!

To adequately attend to the issue of Human Trafficking, it truly takes a village, and throughout 2021-2022, #NotInMyCity Allies have collectively been making an incredible impact.

Motivated and educated by our suite of E-Learning tools, empowered by partnerships, applying innovation through new Outreach and Network Coordinator positions, this past year has been #NotInMyCity's most impactful year to date, and it's been powered by inspiring Allies.

With partnerships commenced or confirmed in nine airports across Canada, the Yellow Rose is getting some serious frequent flyer miles. Our first official airline partnership also took flight with Flair Airlines.

With 211 Alberta, The Alberta Motor Transport Association, The Calgary Catholic School Division, our ever-growing band of "Seeing Yellow" participants, and the "Not So Silent Night" Annual Music Event; the movement keeps growing. Our expanding online and national profile is reaching beyond Alberta, mobilizing communities, creating awareness, enhancing prevention efforts, and raising the bar for what is possible in combatting Human Trafficking in Canada.

By supporting the Government of Alberta's efforts to address and suppress Human Trafficking, and through an ever-expanding provincial network of frontline agencies and organizations, #NotInMyCity is facilitating new models of most-promising practice. A collaborative Community Response Model is being developed in consultation with our partner agencies, grafting private and public sectors, with a goal to be Canada's most robust and responsive system to address the needs of those directly impacted by Human Trafficking.

With so much going on, it can be overwhelming. We've covered an unbelievable amount of ground in these past five years, and at a blistering pace. In exciting times of growth and expansion like these, often the best thing to do is to focus on remembering why we started it all in the first place. While we celebrate, we cannot rest in our accomplishments. We ponder these events to regroup and take stock in preparation for the season to come - to reflect on the focus of our vision; to look closely at the purpose of our mission.

The #NotInMyCity community has grown and is set for a hearty and vigorous future. It is strong, focused, and unified in its support of children and youth. It is steadfast in its defense of society's most vulnerable individuals. Among all of the beautiful variety of welcome new faces, let's pause to look to the middle, to the centre of our Allied group.

Look closely, and there, surrounded, you will see one person - one unique individual, around whom this entire organization was built.

A life experience which, if we allow it, educates and informs us; helps us see a better way.

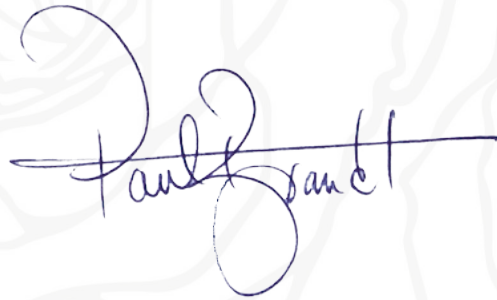
A variety of factors have conspired to create a vulnerability for this person, and, as Allies, we know that Human Trafficking is an outcome of vulnerabilities. We know that with knowledge and freedom come individual responsibility. So we do what is right. We work together, we bring what we have, and we do what we can to wrap around, to prevent harm. We provide options,

choices, and opportunities to encourage success and ensure that Human Trafficking and Sexual Exploitation are stopped well before they happen.

We uphold the intrinsic value, the precious sanctity of who this one person is. We support the trellis, cut away the blight, and foster new growth, assisting life to flourish.

The garden we are tending keeps getting more and more beautiful. Together, we are creating a space where the scourge of trafficking and exploitation are cut back, where violence and abuse are prevented even before they start. Here's to redoubling our efforts to ensure a thriving community where exploitation and trafficking are no longer allowed to be a factor.

Not here. Not anywhere. Not in my city.



Paul Brandt, Founder
#NotInMyCity

Background

VISION

To prevent, disrupt and end sexual exploitation and sex trafficking.

Not here. Not anywhere. #NotInMyCity.

MISSION

We are a facilitative organization working to Disrupt human trafficking by:

- Raising awareness
- Creating a platform for collective action
- Mobilizing communities
- Facilitating transformational systems change

STRATEGIC DIRECTIONS

1 Empowering Individuals With Lived Experience

2 Building Community Awareness and Action

3 Supporting High Risk Youth

4 Advancing Leading Practices

5 Addressing the Unique Needs of Vulnerable Groups



“

McMan Calgary is proud to be a part of the NIMC collaboration and to work with compassionate and forward thinking community organizations to mobilize efforts and bring an end to human trafficking and sexual exploitation.

- Karin Matthiessen, Director of Services, McMan Calgary

”

THANK YOU TO THE COUNTLESS INDIVIDUAL SUPPORTERS AND DONORS NOT LISTED BELOW WHO HAVE MADE OUR WORK POSSIBLE.



COMMUNITY ALLIES



TRANSPORTATION ALLIES



AWARENESS ALLIES



FUNDING ALLIES

“

The #NotInMyCity program completely changed the way I think about human trafficking. I had no idea the magnitude of the issue, particularly here in Canada. Learning about the tactics that perpetrators use to coerce and brainwash victims was heartbreaking. I am much better equipped to speak out about human trafficking, spread awareness, notice warning signs, offer help without harming anyone, and provide resources. Human trafficking is now an issue that has become so close to my heart and one that I am very passionate about because of the #NotInMyCity e-learning.”

- Sarah McKinnon, Community Resource Specialist - 211 Alberta

”

The Year in Review

E-LEARNING COURSE LAUNCHED

In January, 2021 NIMC launched a free online learning tool that provides a foundation of knowledge on human trafficking and sexual exploitation in Canada.

211 ALBERTA PARTNERSHIP

NIMC engaged 211 Alberta as a strategic partner, offering the e-learning platform to provide community responders in Alberta with additional knowledge to support those impacted by sexual exploitation in Canada.

NATIONAL AWARENESS DAY

NIMC participated in Canada's first National Human Trafficking Awareness Day on February 22.

AMTA PARTNERSHIP

The Alberta Motor Transport Association (AMTA) collaborated with NIMC to offer education and awareness to AMTA members, including a free, specialized course for the trucking sector.

SUPPORTED MCMAN CALGARY

#NotInMyCity supported McMan Calgary in hiring two key positions to increase the capacity of the Community Response Model (CRM). Through the work of the outreach position, the waitlist for critical outreach supports has been successfully reduced from 8+ months to 3-4 months.



“

We want to do everything we can to ensure the safety and well-being of all passengers and visitors. By working with #NotInMyCity, we are able to leverage the well-researched e-learning already in place, while adding enhanced screening tools and skills for our airport employees to use in their daily duties, staying vigilant and taking action when appropriate.

- RJ Steenstra, President & CEO of Fort McMurray Airport Authority

”

SUMMER OF #SEEINGYELLOW

NIMC's third annual #SeeingYellow campaign engaged local Allies to raise awareness and funds throughout the summer with unique merchandise and events.



YMM ALLIANCE FORMED

Fort McMurray International Airport joined the growing list of aviation Allies. YMM employees will take NIMC's online course on human trafficking and aviation, and it will be a mandatory component for all new employees in the future.

AWARENESS VIDEO LAUNCHED

NIMC launched Part 1 of a video series on how human trafficking happens, and how people can help, garnering over 9K views.

SUPPORTED ALERT

NIMC supported the Alberta Law Enforcement Response Team (ALERT) for Southern Alberta in hiring a Safety Network Coordinator (SNC). Between August and December 2021, the Safety Network Coordinator position has supported 27 clients with crisis interventions and connections to services.



FORT MCMURRAY JOINS THE GROWING LIST OF AIRPORTS ALLIED WITH #NOTINMYCITY



Community Impact

COMMUNITY RESPONSE MODEL

Since 2018, #NotInMyCity has collaborated with key government and community organizations working to develop a comprehensive Community Response Model (CRM) to improve the coordination of wraparound services and supports for at-risk and sexually exploited youth in Calgary and the surrounding area. Between October 2020 and September 2021, the CRM has supported over 60 youth connecting them to housing programs, addictions and mental health treatment, counseling, and education programs.

MCMAN POSITION

#NotInMyCity supported McMan Calgary in hiring two key positions to increase the capacity of the Community Response Model (CRM). A Coordinator position was hired to coordinate weekly interagency meetings to develop collaborative service planning for at-risk and exploited youth. An outreach position was also hired to meet youth “where they’re at” - building relationships, taking them to appointments with service providers, and providing a rapid response when they are in crisis. Through the addition of this role, the waitlist for these critical outreach supports has been successfully reduced from 8+ months to 3-4 months.

ALERT POSITION

NIMC supported the Alberta Law Enforcement Response Team (ALERT) for Southern Alberta in hiring a Safety Network Coordinator (SNC). This position works alongside ALERT as a member of the team providing immediate support and safety planning for victims of human trafficking. Between August and December 2021, the SNC

“

“In the spring of 2021 I contacted #NotInMyCity regarding an initiative I was working on. I was looking to create a Safety Network Coordinator (SNC) position to work with HTCEU. The position profile was to provide a harm reduction approach while supporting survivors of human trafficking including but not limited to locating shelter, rehabilitation services, assist with obtaining identification documents, assist with the court and legal process and provide various transportation support including getting the survivors back to their home city. In August, thanks in part to the significant support of NIMC, we hired the SNC on a full time one-year contract. Since that time NIMC has continued to be a vital collaborator in working toward the common goal of making this position a provincial model. If it were not for NIMC the SNC position would not have been as successful as it is today. After four short months the SNC has proven to be an exceptionally successful project that is making a significant difference in supporting survivors and developing partnerships within the community. I would like to take this opportunity to personally thank NIMC for the support and collaboration on this very forward-thinking initiative.”

**- Colleen Bowers, Staff Sergeant
Alberta Law Enforcement Response
Team**

”

has supported 27 clients with crisis interventions and connections to services. Additionally, through the work of this position, new partnerships have been created with 21 community service providers. This model has become a leading practice for how law enforcement engages with and supports victims of human trafficking.

BACKPACK PROGRAM

Through generous funding provided by the Calgary Foundation, #NotInMyCity was able to provide over 100 high risk youth in Calgary with backpacks that contained basic items such as toiletries, transit tickets, clothing, food, and information on how and where to get help when they need it. The provision of basic needs is a simple gesture that can help frontline workers build relationships with at-risk and exploited youth and keep them as physically, emotionally, and mentally safe as possible while attempts are made to connect them with longer-term wraparound supports.



#NotInMyCity is an important partner helping to support The Calgary Airport Authority's mandate to run a safe airport. YYC Calgary International Airport was the first aviation-related organization to formally join the movement to end sexual exploitation and child human trafficking in Calgary and Canada.

Using the material curated by #NotInMyCity, we are able to support the effort to end human trafficking. Since 2018, we have been training frontline workers to help identify potential victims of human trafficking. We also display the iconic yellow rose throughout the airport to let those at risk know they are in a safe place.

We look forward to continuing our partnership in 2022.

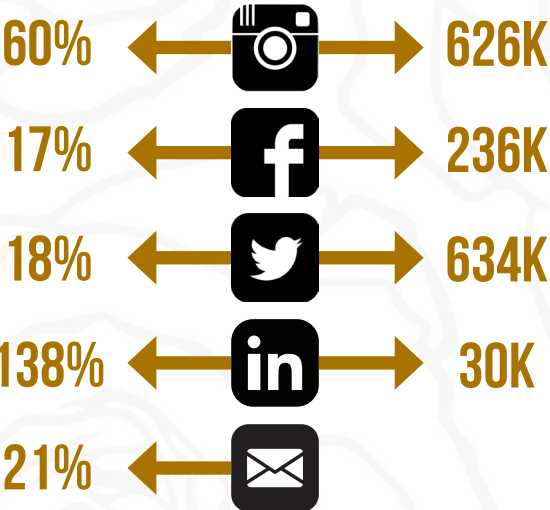
- Bob Sartor, President & CEO of The Calgary Airport Authority



Digital Impact

GROWTH

IMPRESSIONS



12.1K UNIQUE WEBSITE VISITORS

Course Impact

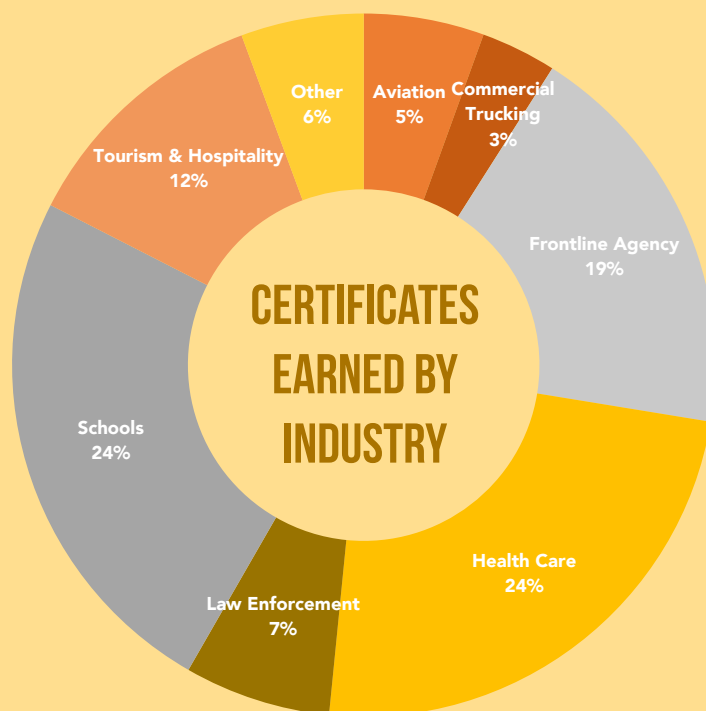
#NotInMyCity collaborated with ICOM Productions in Calgary to help design and build an online learning course, which officially launched in January, 2021. The main course includes a foundation of knowledge on the issue of human trafficking and sexual exploitation in Canada. This content is based on consultations with national and international thought leaders, and has been adapted by ICOM to create a 30-minute, interactive course. It includes a pre and post quiz to measure the effectiveness of the course and gain audience insights, and each participant receives a certificate upon completion.

Following the launch of the foundational course ("Mobilizing Communities to Disrupt Sexual Exploitation and Sex Trafficking in Canada"), #NotInMyCity and ICOM continued to work behind the scenes to build courses specific to stakeholder industries. The main course was adapted to include industry-specific information, statistics, survivor stories, and indicators. In March, 2021, both Aviation and Commercial Trucking courses became available to take online. Additional resources are also available through the course portal, including videos, a podcast, and printable posters with industry-specific indicators.

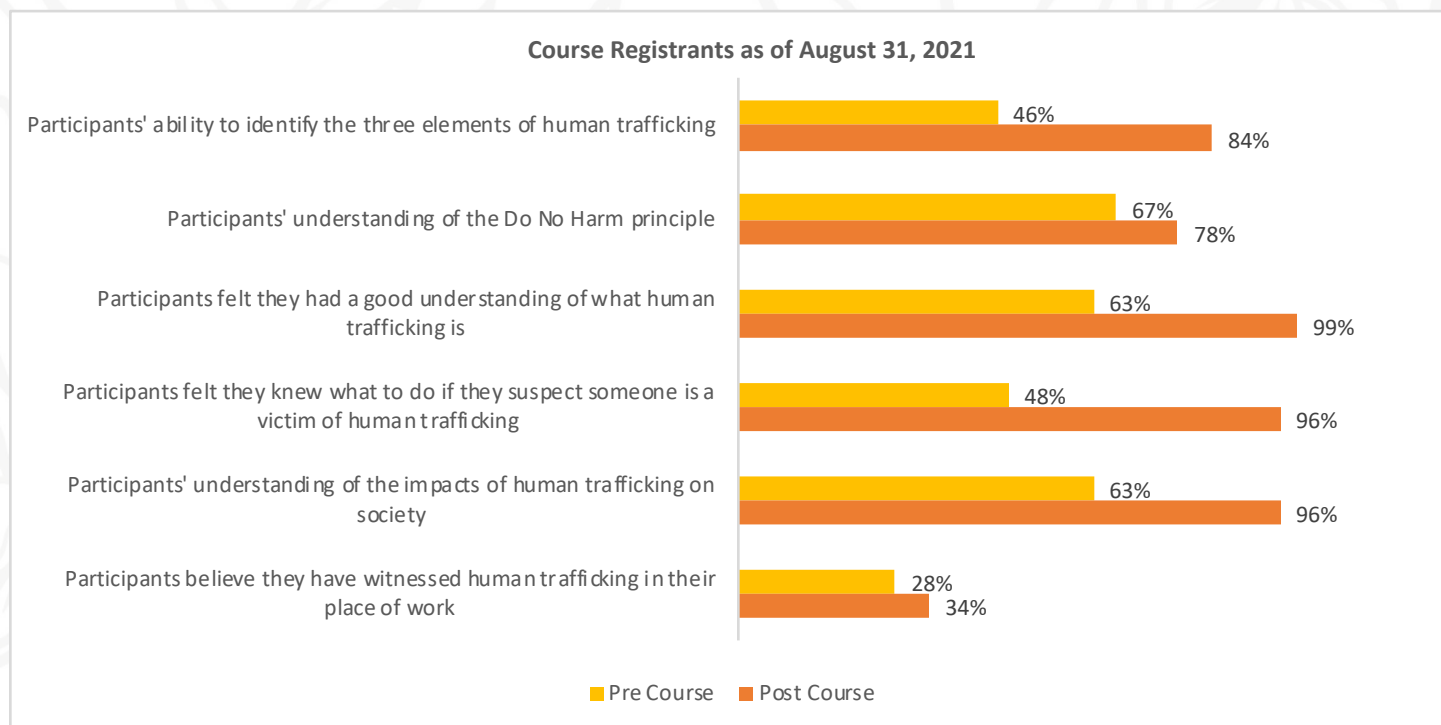


1500
 REGISTERED ACCOUNTS

1000
 CERTIFICATES EARNED



COURSE PARTICIPANTS REPORTED SIGNIFICANT LEARNING IN A NUMBER OF AREAS:



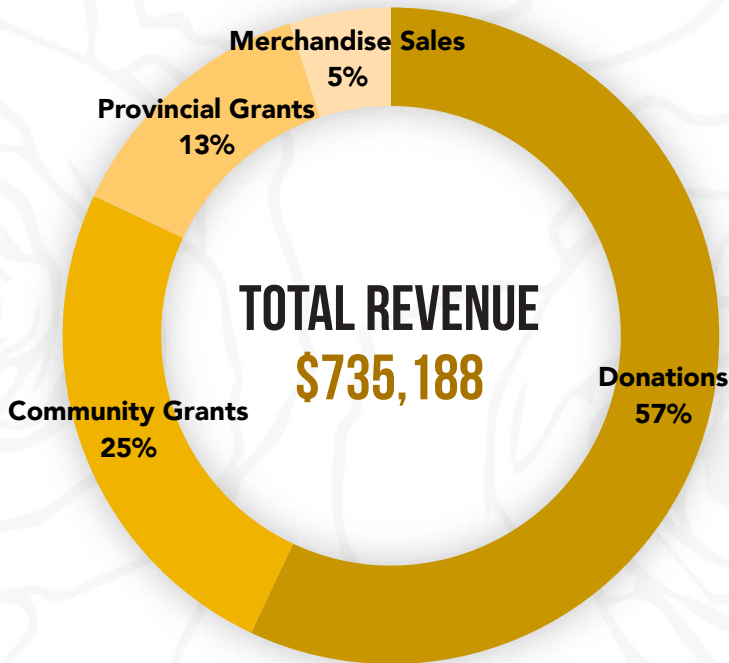
“

The Alberta Motor Transport Association is proud to be an Ally of #NotInMyCity and the ongoing efforts to end human trafficking. Safety is at the core of our association and that extends far beyond just commercial transportation; it includes the safety of all Albertans. As countless eyes and ears who are on the road every day, our membership can play an active role in raising awareness about this horrific issue and be a key part of the solution.

- Chris Nash, President of the AMTA

”

Financials



“

We're proud to support local amateur musicians while raising money for a local, Calgary charity - ultimately giving them both a platform and a voice during the holiday season.

We wanted to combine our passions for community building, local music and Christmas while rallying behind a cause that really needs a voice. While the stories and facts can be difficult to discuss, we are honoured to be Allies of Not In My City, helping to amplify the voices of those who've been affected by human trafficking and sexual exploitation. This year the 3rd Annual A Not So Silent Nite donated \$20,000 to #NotInMyCity.

- **Morgan Melynk, Lyle Peterman, & Mallory Welechenko, co-chairs and founders of "A Not So Silent Nite"**

”

