

#not in my city

IMPACT REPORT



2023

NOTINMYCITY.CA



Message *from* **PAUL**



Thank you for your unwavering support and dedication to disrupting human trafficking, making our communities safer and stronger, and supporting those impacted by this crime.

Your hard work and sacrifice have been pivotal to our progress since #NotInMyCity's inception in 2017. What started with a vision at Mount Royal University has become a powerful movement. Our collective efforts have transformed perceptions across Alberta and led to significant partnerships and initiatives like The Maddison Sessions, our ever-expanding Airports Program, our E-learning, and our role in the establishment of Alberta's first Office to Combat Trafficking in Persons.

Our success stems from a balance of solid planning, innovation, and a willingness to take calculated risks.



Focusing on Survivors, we've embraced challenges driven by the belief that understanding leads to better action. As we look forward, we remain committed to shining a light in dark places, challenging defeatist attitudes, and keeping those impacted by human trafficking at the forefront of our efforts.

Let's continue to disrupt the practice of human trafficking and uphold the value of every individual. Your support inspires us to push further and dream bigger. Thank you for being part of this crucial journey.

With gratitude,

PAUL BRANDT

Founder, #NotInMyCity



TELLING *Our* STORY

OUR PURPOSE






To find and fill gaps to end exploitation and human trafficking in Canada, with a focus on children.

MAIN PROBLEM



Human trafficking is one of the fastest-growing crimes in Canada, but remains largely invisible.



-  Governments, law enforcement, parents, front-line workers, and individuals are often unaware of this crime and its signs.
-  Human trafficking prospers in secrecy, so traffickers are motivated to keep this lucrative business hidden.
-  Young people are vulnerable, and parents/guardians are unprepared - and often, Victims are unaware they are being exploited.





OUR PROMISE

From governments to grassroots, we act boldly to ignite awareness, instill hope, and inspire action to end exploitation and human trafficking in Canada.

Not here. Not anywhere. *#not in my city*

Our **PILLARS**

IGNITE AWARENESS

Our first priority is always illuminating the depth of this problem and how it impacts real people.

Human trafficking is one of the fastest-growing crimes in Canada; it's destroying lives, and the signs so often go unnoticed. We all deserve to know what's going on where we live.

INSTILL HOPE

No matter how bad the situation has become, there is much we can do. Victims and Survivors can be free of their trauma and addictions. Families can be restored. Governments, law enforcement and agencies can take meaningful steps forward. There is hope.

INSPIRE ACTION

Our final priority is to make change and fill gaps through the actions of many. Solving this crisis requires many different government entities, businesses, front-line workers and more to act in step together. We are a connector and coordinator of massive action across many organizations and individuals.



We BELIEVE



NO ONE SHOULD BE FOR SALE

Human life and dignity are not commodities to be bought and sold. End demand.

TRAFFICKING IS RIGHTS STOLEN, HUMANITY DENIED

Exploitation is a violation of one's most basic human rights and leaves lives shattered.

AWARENESS WITH ACTION ENDS EXPLOITATION

When we recognize the signs and respond, we restore lives.

ANYONE CAN FIGHT HUMAN TRAFFICKING

Trafficking thrives in secrecy, but your voice can disrupt it.

WE ARE STRONGER TOGETHER

To mobilize change and increase impact, many groups must be united.



April 16-19, 2023

MADDISON

Sessions

60 FRONTLINE HUMAN TRAFFICKING INVESTIGATORS ATTENDED REPRESENTING:

- 9 Provincial Provinces
- RCMP from Federal, Provincial, and Municipal Levels
- First Nations Policing in Alberta
- Provincial & Municipal Police Forces
- International Association of Human Trafficking Investigators (4)
- Government of Alberta



Jennifer Holleman transformed her profound grief into powerful advocacy after losing her daughter, Maddison, to human trafficking. Maddison's tragic journey from a promising young woman to becoming a Victim reveals a harrowing story of manipulation, abuse, and a mother's worst nightmare. Through her relentless pursuit to understand and share Maddison's story, Jennifer became a vocal advocate against human trafficking. Her efforts inspired the creation of The Maddison Sessions (TMS) an operational summit uniting Canada's frontline human trafficking investigators.

This initiative aims to honour Maddison's memory and ensure her legacy is one of hope and positive change, rallying a collective fight against human trafficking.

In 2023, TMS in Alberta, in honour of Maddison.

Attending investigators confirmed that TMS 2023 assisted in an arrest and that cold cases were opened as a result of the "No Borders" mandate developed during the summit.

With increased attendance and the addition of Crown Prosecutors, TMS 2024 is slated for April in British Columbia.





“

After losing my daughter Maddison in 2015 and fighting for years to find Justice for her, to no avail, I met Paul. After sharing my story with the Alberta Human Trafficking Task Force, I felt like I had finally set my feet on solid ground. Paul Brandt and #NotInMyCity have helped me to establish my daughter's legacy as one of positivity and hope. They have ignited my fire and helped me to regain my faith in humanity. What happened to my child should never happen to anyone. Ever. Education and awareness are key. Listening to and supporting the Victims of this unthinkable crime needs to be kept in the forefront. All too often things that go unseen, are seldom spoken about. #NotInMyCity is shining the light so brightly on this crime and the perpetrators of the crime that finally, eyes are being opened. I will be forever grateful for this incredible organization and all that it stands for and continues to do for our Country.”

- Jennifer Holleman

Forever Twenty-One Maddison's Story

Jennifer Holleman



available at [amazon.ca](https://www.amazon.ca)





SUPPORTING
 Community Response Model (CRM):
HIGH RISK Youth

The CRM provides a coordinated wraparound response to support youth, at risk of, or experiencing sexual exploitation. It seeks to ensure high quality, accessible, timely, and coordinated responses for youth in crisis.

BY THE NUMBERS

Since October 2020, **218** unique young people have been supported through the CRM, with an average age of **16** years old

145 YOUTH

Apr '22 - Sept '23

73 YOUTH

Oct '20 - Mar '22

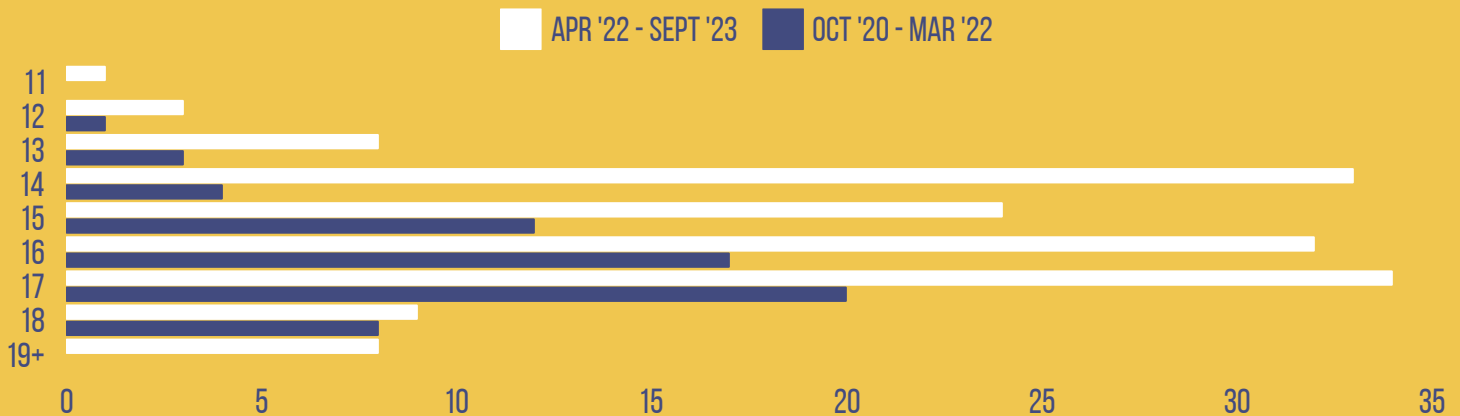
TREND

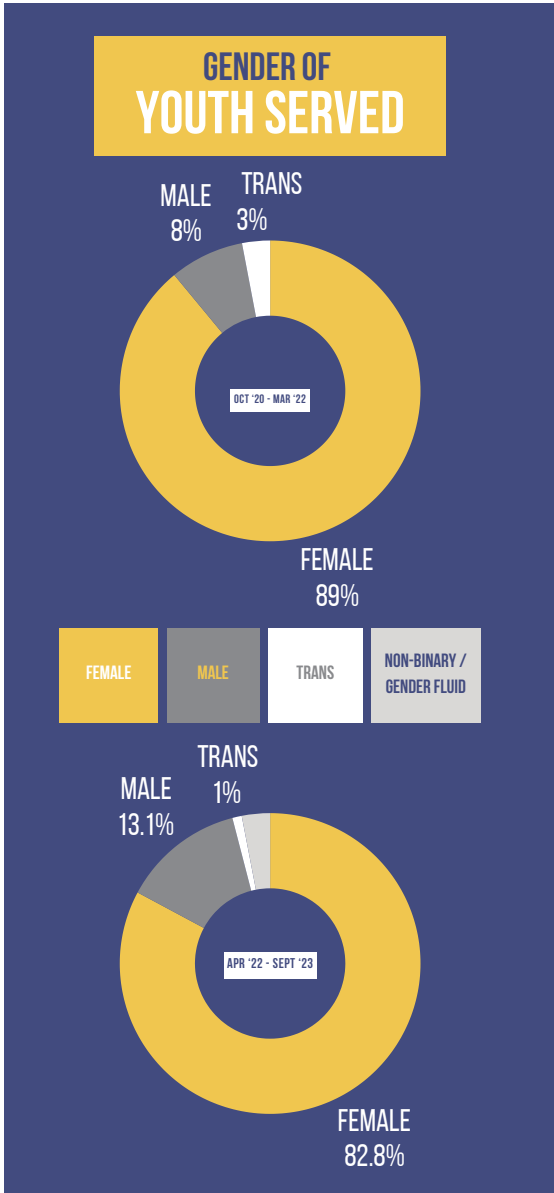
98% increase in the number of youth served between comparable 17-month time periods

AGE OF YOUTH SERVED

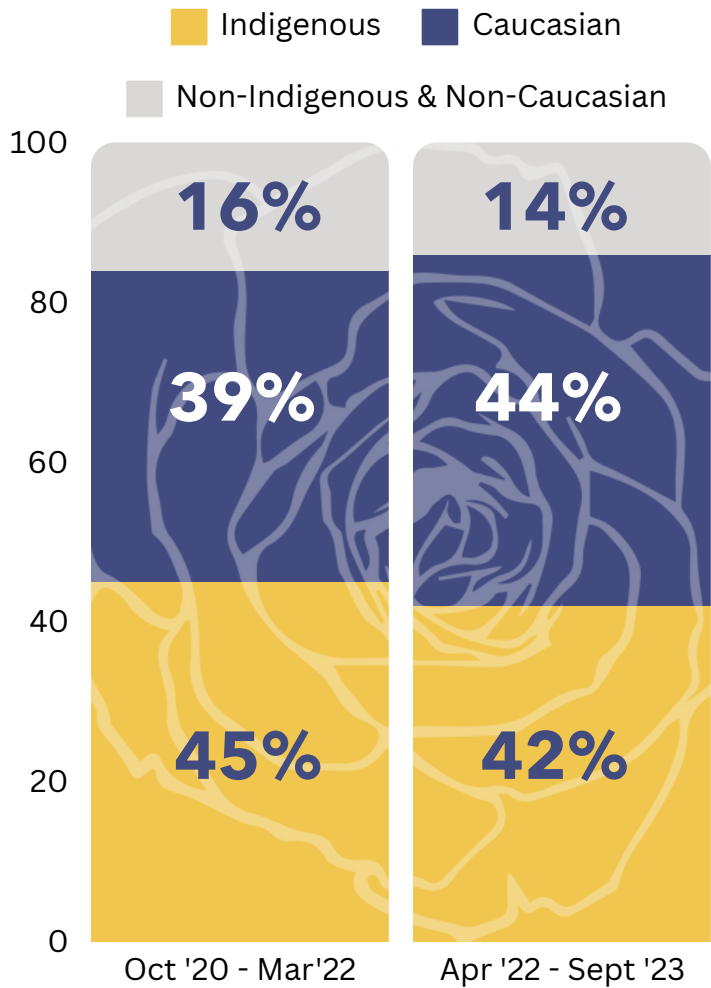


Trend toward younger ages served





ETHNICITY OF YOUTH SERVED



CRM Collaborating Partners:



OUTCOMES EXPERIENCED BY YOUTH

- 34%** OF YOUTH DECREASED THEIR SUBSTANCE USE (N=125)
- 44%** OF YOUTH HAD DECREASED FREQUENCY OF RUNNING AWAY (N=124)
- 33%** OF YOUTH REDUCED THE AMOUNT OF TIME SPENT WITH NEGATIVE PEERS (N=123)
- 37%** OF YOUTH REDUCED OR STOPPED ASSOCIATION WITH KNOWN EXPLOITERS AND/ OR FREQUENTING OF HIGH-RISK AREAS (N=121)
- 32%** OF YOUTH DECREASED OTHER HIGH-RISK BEHAVIOURS (N=122)



ALBERTA Human Trafficking DATA PORTAL

#NotInMyCity is proud to announce significant progress in the Alberta Human Trafficking Data Portal (AHTDP) project, generously supported by the 2021 Civil Society Fund from the Community and Social Services Ministry of Alberta.

The project's commitment is to centre the needs and perspectives of Victims and Survivors. By focusing on those directly affected, #NotInMyCity has gained invaluable insights into enhancing data collection and reporting within the province.

The AHTDP project consolidates various data sources—including national and provincial public records, law enforcement data, and information from community organizations—into a cohesive and accessible database. This effort aims to provide a more accurate depiction of Human Trafficking's extent in Alberta.

Efforts are underway to establish data-sharing agreements and gather crucial information to develop a prototype. Survivors will review this prototype to ensure it accurately and respectfully represents their experiences. The project envisions a comprehensive strategy for data management, sharing, and analysis, aiming to aid in the prevention, protection, and prosecution related to Human Trafficking.





#NotInMyCity has engaged with 31 experts from 19 key organizations over the past year, expressing gratitude for their pioneering spirit and commitment to reimagining data collection.

#NotInMyCity extends heartfelt thanks to PolicyWise and Data for Good for their expert guidance and innovative solutions throughout this project, marking a significant stride towards eradicating Human Trafficking in Alberta.



Figure 5.
Provincial Distribution of Interview Participants Organizations
FLA: FRONTLINE AGENCY
LE: LAW ENFORCEMENT





AIRPORT Partnerships

#NotInMyCity 2023 Impact Report proudly reflects on a year of strategic engagement with airport partners to combat Human Trafficking. Recognizing the critical role of air travel as a channel used by traffickers, #NotInMyCity has established strong partnerships with Canadian International Airports, significantly bolstering the collective efforts to combat this crime. These alliances have been key in promoting community awareness and encouraging immediate action at airports whenever trafficking activities are detected.

Throughout the year, #NotInMyCity has worked closely with airport representatives to plan and implement specialized awareness and training programs. These initiatives are specifically tailored to the unique environment of airports, aiming to heighten vigilance and response capabilities against trafficking.





THE PROGRAM'S OUTCOMES AND DELIVERABLES HAVE BEEN NOTEWORTHY:

**1**

Public awareness has seen a nationwide uptick through targeted airport campaigns.

Airport staff have gained a deeper awareness and understanding of the critical role that airports play in preventing sexual exploitation and trafficking crimes.

2**3**

All airport stakeholders have been empowered to collaborate effectively in addressing trafficking within the airport context.

Airport staff have been equipped with the knowledge to identify signs of sexual exploitation and trafficking, enabling them to be proactive in their roles.

4

These concerted efforts have not only led to a fortified front against trafficking at Canadian airports but also signify #NotInMyCity's unwavering commitment to creating safe travel spaces and communities across the nation.



Thank You TO AIRPORT OUR PARTNERS



Together, we can help
end Human Trafficking

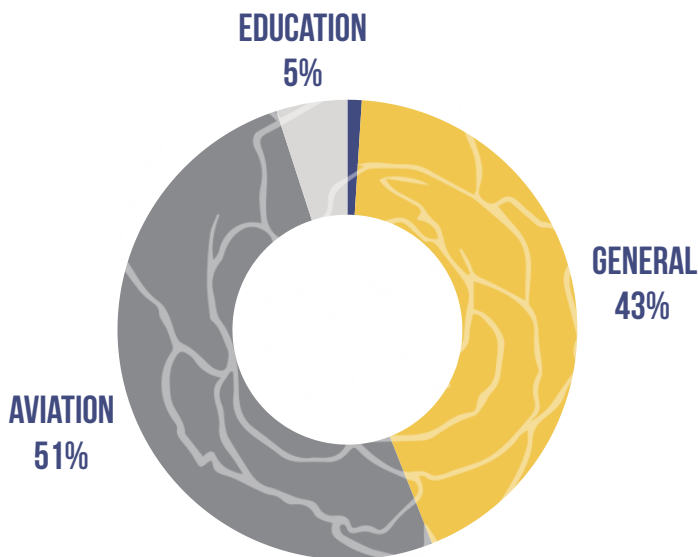
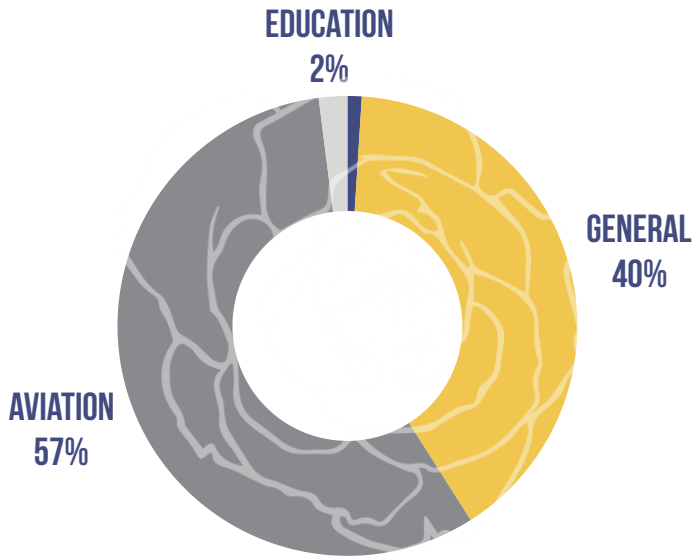




Story CORE (E-Learning)

In 2023, our core story has significantly impacted the professional landscape, with 5,066 individuals successfully completing our courses and earning their certificates from January 1 to December 31.

The distribution of certificates across different sectors highlights the diverse appeal and applicability of our training, with Aviation leading the way at 57%, followed by General at 40%, Education at 2%, and Trucking at 1%.



Since our inception on November 20, 2020, up to December 31, 2023, we have doubled our impact, with a total of 10,092 participants receiving certificates. The overall trend shows a strong preference for Aviation at 51%, but with a noticeable shift towards more General (43%) and Education (5%) sector engagement, while Trucking remains steady at 1%. This growth not only underscores our commitment to providing valuable and relevant training but also reflects the evolving needs and interests of our participants.



SEEING YELLOW

Highlights



APRIL



The Maddison Sessions in Alberta April 16-19

The Canada Declaration conference at The Canadian Museum for Human Rights

JULY



L&M first annual summer concert in partnership with Marriot Calgary Downtown

Those Chocolates become #NotInMyCity partners

The 2nd annual Brad Gutek Tribute Tournament raises \$51,027.29 for #SeeingYellow and #NotInMyCity

OCTOBER



Pacesetter Equipment become #NotInMyCity partners

DECEMBER



Not So Silent Night's 5th Annual Charity Christmas Concert

Church Fitness becomes a partner of #NotInMyCity

MARCH



Altalink chooses #NotInMyCity as a charity partner for Shaw Birdies for Kids

JUNE



First day of Seeing Yellow Campaign

Buffalo Bones with Paul Brandt at the Deane House

The Lakewood of Strathmore Development team partners with #NotInMyCity

AUGUST

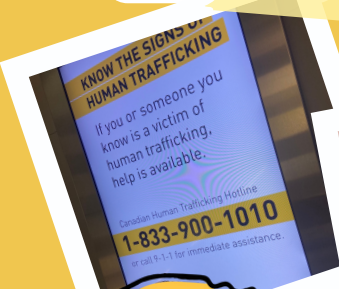


The Calgary Airport Authority raises \$88,890 for continued support

NOVEMBER



Thunderhill Champion Rob Butler partners with Paul Brandt and #NotInMyCity





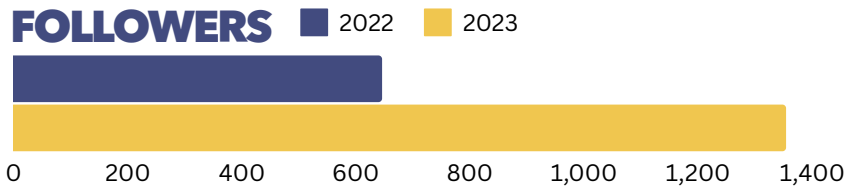
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SOCIAL MEDIA

Highlights

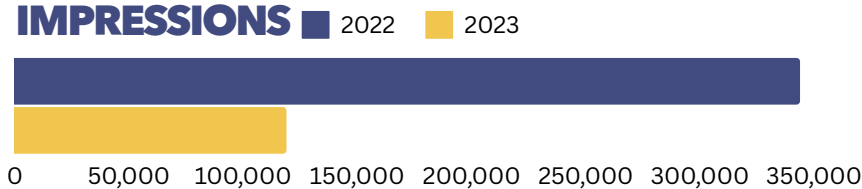


FANS & FOLLOWERS



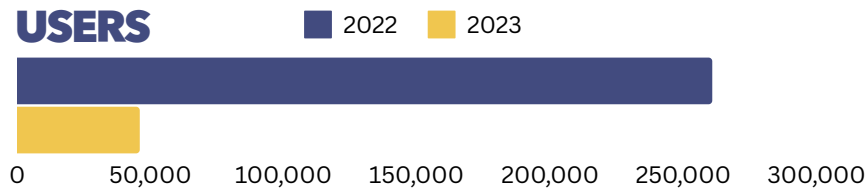
204%

IMPRESSIONS



34.8%

USERS



17.7%

ALL NUMBERS REFLECT DATA FROM FACEBOOK, INSTAGRAM, LINKEDIN, AND X.





CANADIAN DECLARATION EVENT IN *Winnipeg*

One of the overarching visions for The Canada Declaration is to encourage collaboration and a shared focus to continue to work towards a human trafficking and slavery-free Canada. Over 2000 signatures of support for the Canada Declaration have been gathered to date. #NotInMyCity appreciates the leadership of participating Survivors, signers of The Declaration, the Rotary Action Group Against Slavery, the International Justice Mission, and The Mekong Club for modelling this collaborative effort.

Hosted at the Canadian Museum for Human Rights, the conference aimed to facilitate discussions and secure commitments towards a slavery-free Canada. It featured insights from notable figures such as former NHL player and Stanley Cup champion Jay Beagle and Calgary Flames legend Jim Peplinski, who shared their advocacy against Human Trafficking.

“Supporting #NotInMyCity’s work to disrupt human trafficking was an easy decision and one we were proud to make.”

JIM PEPLINSKI, 1989 STANLEY CUP WINNER

The event also highlighted The Canada Declaration, an iconic document advocating for a zero-tolerance approach to Human Trafficking, showcased at international Rotary events worldwide, including the National Congress in Australia.





CONCLUSION



As we close the chapter on a transformative 2023, #NotInMyCity looks to the future with hope and determination. The strides we've made this past year, from the inspiring Maddison Sessions to our dynamic Community Response Model, and from the near completion of the Alberta Human Trafficking Data Portal to our robust airport partnerships, have all paved the way for continued success in the fight against Human Trafficking.

The collaboration and commitment of our community and partners have been the driving force behind these achievements. Our foundational e-learning initiatives have educated thousands and cemented our role as leaders in this crucial battle.

With 2024 on the horizon, we remain steadfast in our mission. We are energized by the challenges and opportunities that await us. Our journey together is far from over, and with the collective passion and support of friends like you, we will keep pushing boundaries, inspiring action, and making an impact that echoes across Canada and beyond.

Together, let's carry this momentum into the new year, united in our vision of a world free from human trafficking. Here's to a hopeful, impactful, and transformative 2024.



TAKE ACTION TODAY



FOLLOW #NOTINMYCITY AND
SHARE OUR CONTENT ON:



TAKE THE COURSE:
NotInMyCity.ca/Learn