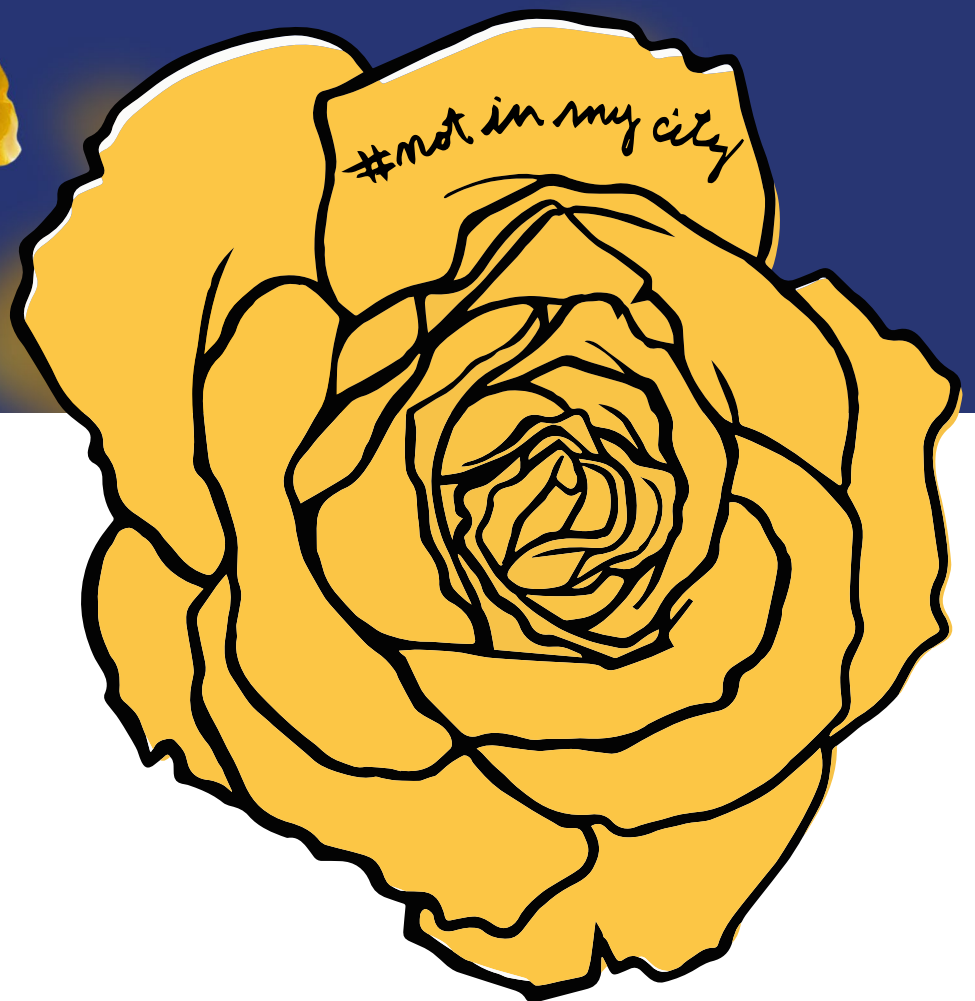


# Impact Report 2024





A MESSAGE  
FROM *Paul*



# Since 2017, #NotInMyCity has maintained its focus: Disrupting Child Sexual Exploitation (CSE) and Human Trafficking.

We are grateful to you, our supporters, for walking with us as we continue upholding this important cause together.

Our small, grassroots movement founded in Calgary, Alberta has experienced extraordinary growth since its inception. 2024 was the year that #NotInMyCity truly became a national movement across Canada.

As we report back to you on our progress, it's exciting to reflect on the "wins" we have made over the past year. *Here are some highlights.*

- More than 16,000 free e-Learning courses have been completed.
- 14 Airport Partners on-boarded and growing.
- An active presence in the Hospitality Industry.
- #NotInMyCity's support of an extensive national network of human trafficking investigators, Crown Prosecutors, and survivors, united in the "No Borders" approach developed at **The Maddison Sessions HT Investigator Summit.**
- The creation and embedding of Safety Network Coordinator positions with law enforcement.
- Consulting and presenting to municipalities, frontline service providers, and the public and private sectors.

There are stories we live for - stories that keep us going and motivate us to keep growing this movement. We take stock of every message of thanks from someone with lived experience who is building a life to their greatest potential. We appreciate each and every validating e-mail from investigators, who are helping to prosecute

traffickers for their crimes. We admire the team memo from an airline who has collaborated with airport security and safety network coordinators to unite survivors with their families. We never forget the conversation we had with someone who took our free e-learning course and identified a human trafficking victim, and knew what to do to help.

These are also the stories that remind us that there is still much to do.

Through prevention, partnership, protection, empowerment, and supporting prosecution, we are ensuring communities are equipped with the knowledge and tools they need to address and suppress exploitation and human trafficking.

You don't have to be an expert to fight human trafficking. You simply have to care about human dignity, and understand that everyone has a right to reach their potential.

As we prepare for 2025, we feel that we are on the brink of Canada's golden age in the fight against human trafficking.

There is a national awakening to human trafficking happening across Canada, and the response is rooted in action, empowerment and hope. We are helping Canadians understand that we don't have to fear human trafficking, we simply need to work together to prevent it, and know what to do when we see it.

We remain vigilant and dedicated to ensuring that freedom from child exploitation and trafficking is a protected right in Canada.

**With gratitude, Paul Brandt**



*Telling Our*

# OUR PURPOSE

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

# 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.

# Story

# *Our* **PILLARS**

# 01

## **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 destroys 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.

# 02

# 03

## **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**

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

## **TRAFFICKING IS RIGHTS STOLEN; HUMANITY DENIED**

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

## **AWARENESS WITH ACTION ENDS EXPLOITATION**

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

## **ANYONE CAN FIGHT HUMAN TRAFFICKING**

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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.

# 2024 Maddison Sessions

KELOWNA,  
APRIL 22-25, 2024



NEW ALLIES IN THE FIGHT  
AGAINST HUMAN TRAFFICKING:

*New Airport Partners*

The inaugural 2023 The Maddison Sessions (TMS) Operational Summit was the first time Canada's frontline human trafficking investigators gathered in one room. TMS was developed with input from these investigators, who wanted to share best practices to create a cross-jurisdictional approach to combating human trafficking.

In 2024, TMS expanded from 61 investigators to 100 participants, including crown prosecutors. Bringing these professionals together to share experiences, leading practices, and strategize supports a stronger, cohesive national "No Borders" approach to fighting human trafficking.

## ATTENDEES

89 frontline human trafficking investigators and 6 crown prosecutors from:

- Provincial, municipal, and federal police forces
- First Nations policing from British Columbia, Alberta, and Ontario
- Crown prosecutors from Alberta, Ontario, and Nova Scotia
- Government of Alberta representatives

## KEY OUTCOMES ACHIEVED THROUGH THE SUMMIT

- Productive and positive networking and exchange of ideas with law enforcement partners across Canada.
- Enhanced knowledge and understanding of investigative tactics and techniques through case study presentations.
- Appreciation for the value and impact of the survivor's lived experience and perspective.
- Continued commitment to create a collaborative, "No Borders", approach to human trafficking.
- Creating a respectful and inspiring environment for open dialogue and idea-sharing.

This year, three key airports in Canada—Nanaimo Airport (YCD), John C. Munro Hamilton International Airport and Bathurst Airport (ZBF)—joined forces with #NotInMyCity along with established partnerships with other airports and airlines from across Canada to tackle the growing issue of human trafficking. Airports have

become instrumental in raising awareness and educating staff, volunteers, and passengers about this urgent issue.

These three new and established relationships reflect the growing momentum within Canada's transport sector to play a crucial role in the prevention and disruption of human trafficking.



# THANK YOU

**TO OUR  
AIRPORT  
PARTNERS**

**NATIONAL HUMAN TRAFFICKING  
AWARENESS DAY 2024:**

## *Raising Awareness & Strengthening Support*

On February 22, 2024, National Human Trafficking Awareness Day, #NotInMyCity and its partners took a unified stand to raise awareness about the prevalence of human trafficking in Canada. A total of 21 partners from across the country shared impactful graphics and messages, provided by the #NotInMyCity team, through their social media channels. This coordinated effort reached millions of audiences nationwide, amplifying the call to action to end human trafficking.



- 1 Nanaimo Airport
- 2 Vancouver Airport
- 3 Kelowna Airport
- 4 Calgary Airport
- 5 Edmonton Airport
- 6 Fort McMurray Airport
- 7 Saskatoon Airport

- 8 Thunder Bay Airport
- 9 Sault Ste Marie Airport
- 10 London Airport
- 11 Hamilton International Airport
- 12 Billy Bishop Airport
- 13 Toronto Pearson Airport
- 14 Bathurst Airport

Airports across Canada also displayed digital signage featuring #NotInMyCity's branding, further emphasizing the message to thousands of travellers on this significant day. These efforts reinforced the collective push to combat human trafficking in the transport sector and beyond.

In May 2024 Paul Brandt was appointed as the Non-Indigenous Co-Chair to the Governing Board of the Alberta Office to Combat Trafficking (AC) by the Honourable Mike Ellis, Deputy Premier and Minister of Public Safety and Emergency Services, Government of Alberta. Angela Adsit was appointed as the Indigenous Co-Chair.

Angela Adsit, representing an Indigenous perspective, highlighted the disproportionate impact of trafficking on Indigenous people.

*“These children are all our children, and we are stronger working together to protect and advocate on their behalf.”*

- Angela Adsit

The Board is made up of a diverse group of private and public sector leaders who will provide oversight to the AC.

Paul was appointed in 2019 by former Premier Jason Kenney to Chair the Alberta Human Trafficking Task Force. Development of the AC is the cornerstone recommendation in the Report to implement the five primary recommendations and nineteen calls to action.

The AC will lead the development, implementation, and continuous review of Alberta's response to human trafficking working closely with government and key stakeholders across the province. Functions will include: ongoing legislative/policy review, implementation of a collaborative Alberta Response Model, coordinated training/education, research/evaluation and Indigenous led approaches.

# COMMUNITY RESPONSE MODEL

The CRM provides outreach-based rapid response and short and long-term case management services for adolescent (aged 12-22) victims of sexual exploitation and trafficking in Calgary and the surrounding areas. Approximately 377 high risk youth have been seen through the CRM from October, 2020 to September 2024. Partners include Calgary Police Service, Children's Services, Alberta Health Services - Mental Health and Addictions, Hull Services, McMan Youth, Family and Community Services Association, Trellis Society, #NotInMyCity, Luna Child and Youth Advocacy Centre, the Calgary Catholic School District and other youth serving organizations. #NIMC has been an integral partner for the last six years in helping facilitate this collaborative model of service delivery with partners all working collaboratively together at the table. Referrals are triaged on a weekly basis. Partner agencies provide wraparound supports

and integrated case planning for youth at risk of or experiencing sexual exploitation. Identified emerging trends through this work include:

1. An increase in the complexity of youth referrals including but not limited to vulnerabilities such as exploitation, mental health, gang involvement, substance use and chronic homelessness.
2. A significant increase in the types of substances being used by youth. Increases in fentanyl and methamphetamine use, further isolates the youth and increases the overdose risks. This is highlighted by the loss of several youth from overdoses who were known by the partner organizations.
3. A consistent increase in youth who are couch surfing, staying in hotels or sleeping in encampments. When faced with housing instability, risk increases for exploitation, gang involvement and unsafe relationships that support youth in meeting their housing needs.

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*\*\* A need for increased community outreach support are critical to guide youth away from risk and potential exploitation and help them establish positive connections with school, employment, community-based supports and activities. While much work has been done to support high-risk youth, a continued focus on awareness, prevention and early intervention through the efforts of the partners and the AC is required.*

# THE PROVINCIAL HUMAN TRAFFICKING NETWORK

The Provincial Human Trafficking Network is co-chaired by #NotInMyCity and REACH Edmonton Council for Safe Cities. The Network brings together key stakeholders on a quarterly basis from across the province working in the area of exploitation and human trafficking, to leverage expertise, resources, and advance leading collaborative practice.

Started in 2020, the Network continues to grow in membership with 2024 being a year of significant growth. The Network now includes 83 unique organizations, with some

of these organizations represented by multiple regional offices across the province. This increase in membership was the result of increased awareness of community groups about the issue of human trafficking, as well as outreach efforts to invite Indigenous organizations to join the Network.

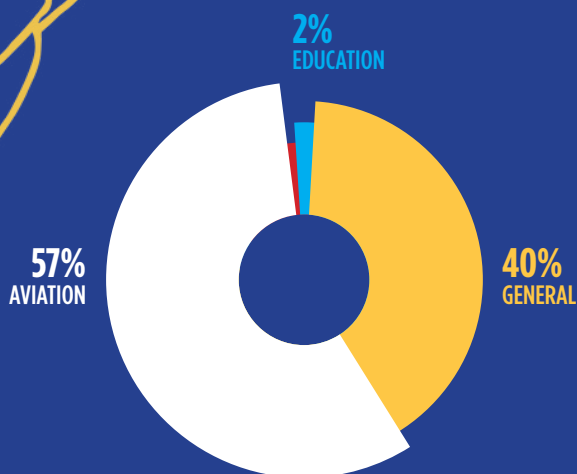
The Provincial Human Trafficking Network will play an increasing role in the development of the Alberta Centre to End Trafficking in Persons by providing an inclusive and diverse perspective of understanding and responding to the issue of exploitation and trafficking in Alberta.

# CORE STORY

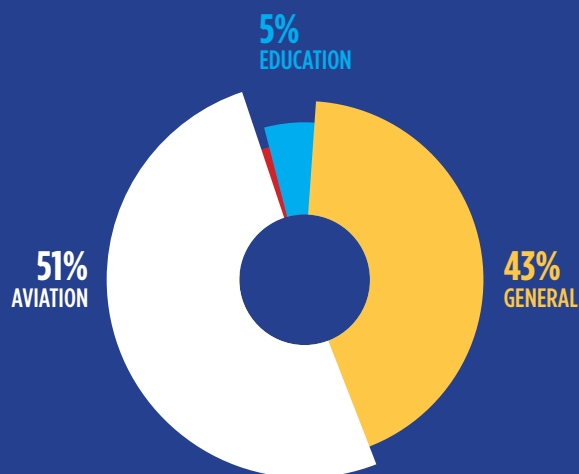
*(e-Learning)*

In 2024, we had 6,874 people take the course. Since inception, we've had 16,968 people take the course with 56 per cent being Aviation, 39 per cent being General, 4 per cent being Education and 1 per cent being Trucking.

In 2024, #NotInMyCity updated our e-training modules. As we moved across the country and engaged with national partners, there was a desire and need to have our material translated into French.



- 2024 NUMBERS -



- SINCE INCEPTION -

A thank you to our partners Learning Net who architected our new navigation, MASH who designed the creative look and feel of our e-learning site, Jazz Airlines and Languages in Motion (LiM) who supported our French language translation.

We'll roll out our French e-learning course in 2025.



## UNVEILING

#not in my city's

## NEW SCARF

Paul Hardy has designed a new scarf inspired by **Paul Brandt's Buffalo Bones Song**.

Says Hardy, "The dominant colour of the #NotInMyCity 'Buffalo Bones' scarf is blue, which is recognized internationally as the universal colour for human trafficking prevention. Blue is a perfect complement to the signature yellow rose: a symbol of friendship and new beginnings,

and the heart of the #NotInMyCity brand. In the scarf artwork, I've included images of livestock bones, a nod to the prairie roots and western heritage of Alberta, and a harsh juxtaposition to the delicate bloom. The individuals who are held captive within the human trafficking trade are often considered a sort of "livestock" - a commodity that can be bought and sold. Paul Brandt penned a song called "Buffalo Bones", which honours those who have been impacted by human trafficking. Wearing this scarf shows your steadfast support for those who are so harshly affected by this crime."





# Seeing YELLOW

## HIGHLIGHTS - 2024



The annual Seeing Yellow Campaign is a pivotal movement initiated by #NotInMyCity. Every year, our Allies raise awareness and funds in support of the movement to end sexual exploitation and trafficking across Canada. We've seen our message resonate and grow over the past seven years, and we remain committed to illuminating the harsh realities of human trafficking. We extend a heartfelt thank you to all businesses, individuals and organizations who raised funds and awareness through this campaign.

A sampling of the many highlights of 2024's campaign included participation in, and/or being a beneficiary of, the following key events: Motors and Music Ferrari Event, Rogers Birdies4Kids, Burwood Stampede Musical Festival, Lakewood at Strathmore BBQ, A Not So Silent Summer, Peanut Butter Classic, YYC Charity Golf Classic, TriWest Golf Tournament, Ranchman's Dinner, A Not So Silent Nite.

We'd like to acknowledge a special thank you to Lyle Peterman, Morgan Melnyk and Mallory Welechenko for their dedication to their A Not So Silent event series, which have evolved into sold out, must-attend summer and winter events, dedicated to supporting #NotInMyCity. Your allyship and support means the world to us.



# Ally Spotlight

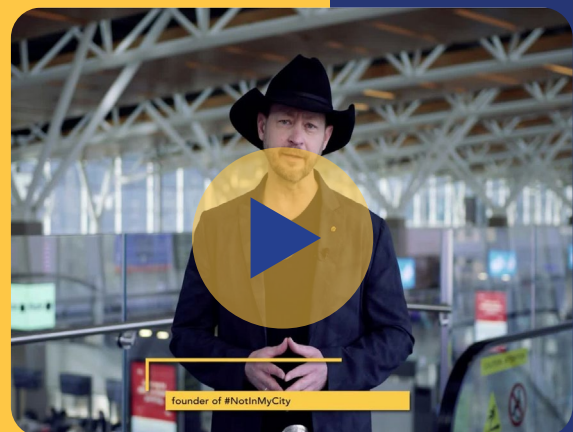
## CALGARY INTERNATIONAL AIRPORT: FUNDRAISING AND ADVOCACY IN THE FIGHT AGAINST HUMAN TRAFFICKING

The Calgary Airport Authority (YYC) continues to be a committed partner in supporting #NotInMyCity's efforts to raise awareness and combat human trafficking. In 2024, the Authority hosted its annual YYC Charity Golf Classic, raising an impressive \$235,260 in support of #NotInMyCity. Since 2018, this event has raised a total of \$464,015, directly contributing to the prevention and disruption of human trafficking, particularly involving children and youth.

In addition to fundraising, Calgary International Airport took further action to promote awareness through a dedicated structure displayed prominently in the busy international wing during the peak summer travel season (July to mid-

August). This display helped spread the message of #NotInMyCity to thousands of international travellers. Further, the Calgary Airport Authority has implemented the #NotInMyCity Human Trafficking & Aviation course for its staff. YYC Calgary International Airport is also a proud participant in the #NotInMyCity Seeing Yellow campaign, which aims to raise awareness and connect those affected by trafficking with the support they need.

Says Paul Brandt, "YYC continues to demonstrate its leadership in the fight against human trafficking and sexual exploitation in Canada through steadfast commitment, support and innovative awareness campaigns. We are so grateful to continue this excellent partnership."





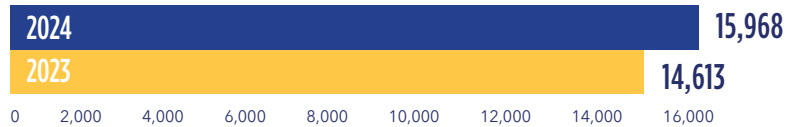
# Our Impact

SOCIAL MEDIA DATA FROM  
**2024 VS 2023**



## FANS AND FOLLOWERS

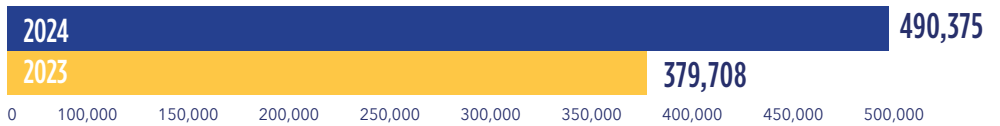
↑ **9.3%**



## IMPRESSIONS



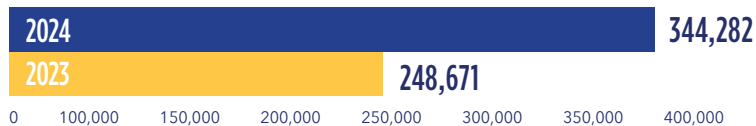
↑ **29.1%**



## USERS/ REACH



↑ **38.4%**



All Numbers reflect data from Facebook, Instagram, LinkedIn and X.

# *A Final Word*

As we close the chapter on 2024, #NotInMyCity reflects on a year of bold action, powerful collaboration, and unwavering hope.

Through our Seeing Yellow events, we raised awareness in communities across Canada, shedding light on the hidden atrocities of human trafficking. For National Human Trafficking Awareness Day, we equipped individuals, families, and organizations with the tools to recognize and respond to the signs of exploitation.

This year also marked a significant step forward in our partnerships with airports across the country, where we combined advocacy and fundraising to create critical allies in the fight against human trafficking. Together, we have expanded our reach and amplified our collective impact.

As we look to 2025, we are more determined than ever to fill gaps and create lasting change. By raising awareness, instilling hope, and inspiring action, we will continue to connect communities, empower survivors, and fight for a Canada free from exploitation.

Together, we will make 2025 a year of progress, transformation, and renewed promise for every person affected by the injustice of human trafficking. Where exploitation hides in the darkness, #NotInMyCity will continue to shed light. Thank you for standing with us.