



Beyond Borders
Au-delà des frontières

ECPAT CANADA

CANADA'S GLOBAL VOICE AGAINST CHILD SEXUAL EXPLOITATION

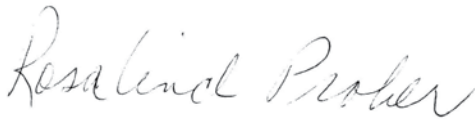
NOT YOUR CHILD.
NOT MINE.
NOT ANYONE'S.

2012 PRESIDENT'S PROGRESS REPORT TO THE BOARD SUBMITTED AT THE ANNUAL GENERAL MEETING, 2013 WINNIPEG, MANITOBA

The mandate of Beyond Borders ECPAT Canada is to be a voice for sexually exploited children and to take action to prevent their sexual victimization. We are the Canadian arm of the international ECPAT movement working in solidarity with our secretariat in Bangkok and with ECPATs in 75 countries around the world. Tragically, children in Canada are at greater risk than ever from sexual victimization.

At Beyond Borders ECPAT Canada, we are inspired by our ever-expanding team of devoted volunteers who unite to work towards the common goal of keeping children here and abroad safe. Our advocacy programs include Supreme Court of Canada and other legal challenges, judicial reform initiatives, case monitoring activity, youth mentoring, educational presentations and projects, the Beyond Borders Media Awards and the innovative Man-to-Man/Homme à Homme campaigns. We work extensively on corporate social responsibility initiatives in the travel and tourism industry to fight child sex tourism.

Respectfully submitted, April 10, 2013 by,



Rosalind Prober, C.M.
President
Beyond Borders ECPAT Canada



Rosalind Prober

Following are the highlights from the past year:

LEGAL REFORM

Bill C-310

Co-founders, Rosalind Prober and Mark Hecht, appeared at the House of Commons Justice Committee in support of Bill C-310. This bill makes human trafficking an extraterritorial offense similar to Canada's child sex tourism legislation. Mark Hecht also appeared before the Senate on this bill. We are happy to report that Bill C-310 got Royal Assent on June 28, 2012.

Bill C-10

In February, board member and legal team member, David Matas, appeared before the Senate Committee on Legal and Constitutional Affairs regarding the new mandatory minimum sentencing for some sexual offenses against young people. Bill C-10 received Royal Assent in March 2012.

ACCOLADES AND RECOGNITION

President and co-founder, Rosalind Prober was honoured in November to be one of the Enbridge Famous Five Speakers in Fort McMurray, Alberta.

MAN-TO-MAN/HOMME À HOMME CAMPAIGN ATTRACTS ATTENTION, NEW SUPPORTERS

Partnership with Cybertip.ca

Early in 2012, Beyond Borders ECPAT Canada entered a partnership with the Canadian Centre for Child Protection to advance the exposure of the Man-to-Man/Homme à Homme campaign. The bilingual campaign, which can be found at endthedemand.ca, features Canadian celebrity males speaking out against child sexual exploitation and encourages men to become involved in the issue.

The two organizations combined resources to create an advertising campaign in select Canadian markets (Toronto, Hamilton, Oshawa, Montreal, Ottawa-Gatineau, Pembroke, Quebec City, Kitchener, Brantford, London, Sarnia). Advertising sought to raise awareness about the demand side of the child sexual exploitation issue as well as the use of Cybertip.ca as a reporting mechanism.

The advertising campaign featured billboard, transit and men's washroom ads as well as radio PSAs featuring the voice of campaign ambassador, Manoj Sood (actor, Little Mosque on the Prairie).

This advertising effort resulted in increased traffic to the Man-to-Man/Homme à Homme websites and a host of inquiries about volunteering. It also attracted the attention of a Toronto based philanthropy group, which invited Beyond Borders to apply for grant support.

"What would you do?" illustrated scenarios

We launched a new feature of the Man-to-Man/Homme à Homme campaign to literally illustrate common situations that men may find themselves in where they would have an opportunity to act to protect a minor from sexual exploitation. Each scenario was illustrated by Winnipeg-based artist, Scott Henderson, in comic-strip style and posted on the endthedemand.ca website as well as social media platforms.

The scenarios garnered many online comments from women and men alike and proved to be a helpful, non-threatening conversation starter about just how difficult and subtle situations of exploitation can be.



Max Poulin
Photo by Gaune Studios Photography

Man Up For Max

Recently retired Winnipeg Goldeyes baseball player, Max Poulin, approached Beyond Borders ECPAT Canada with an offer of support in the fall of 2011. As a survivor of childhood sexual abuse, Max wanted to take action on the issue. In June 2012, Max organized and hosted a men's breakfast called "Man Up For Max" to raise awareness about the issue and the Man-to-Man/Homme à Homme campaign. The event was a huge success with close to 100 men attending. Max's courageous decision to speak publicly about his abuse and the impact it has had helped to raise the profile of the breakfast and of Beyond Borders within Manitoba. Max continues his involvement with our organization as a Man-to-Man/Homme à Homme ambassador.

Taiwan Invitation

ECPAT Taiwan invited Beyond Borders ECPAT Canada to make a presentation on the campaign at its international conference on new strategies to combat child sexual exploitation of children. Public relations

consultant, Deborah Zanke, attended on behalf of Beyond Borders ECPAT Canada to share how the campaign was created, its challenges and results to date. The conference also included an audience with the president of Taiwan, Ma Ying-jeou in a meeting involving all of the conference presenters.



Deborah Zanke with President Ma Ying-jeou

CORPORATE SOCIAL RESPONSIBILITY/COMBATING CHILD SEX TOURISM

Co-Founder and senior legal counsel, Mark Hecht, continued in his role overseeing corporate social responsibility (CSR) initiatives for the organization.

Corporate Engagement

Canadian travel and tourism companies, WestJet and Transat A.T. continue to support Beyond Borders ECPAT Canada through sponsorship of the Media Awards. WestJet also provided a “gift of flight” for organization-related travel.

We engaged in discussions with Transat around a second phase of training on the issue of traveling for sex with children. This initiative will involve activating the company’s customer base in the detection and reporting of child sexual exploitation.

At the close of 2012, Air Canada contacted our organization about a possible partnership.

In June, Mark Hecht represented Beyond Borders ECPAT Canada at the Canadian Responsible Investment Conference in Montreal, alongside Transat and Regroupement pour la responsabilité sociale des entreprises (RRSE). He made a presentation in French about our organization’s work with the airline industry.

In November, legal sector publisher, Lexis Nexis ran an online campaign against the trafficking of children called “Not in Canada.” The company featured three NGOs (including ours) doing work on the issue and had the public vote on which of the organizations Lexis Nexis should support with a financial contribution. Although Beyond Borders ECPAT Canada was not chosen, Lexis Nexis committed to other in-kind offers of support.

Online initiatives

Under the direction of Mark Hecht, we revamped the CSR section of the beyondborders.org website to update the information and make it easier to navigate. This also impacted the publications section of the website, which contains numerous fact sheets related to CSR. Canadian Lawyers Abroad intern, Anna Du Vent, assisted with research and initial draft of content.

We also added a dedicated CSR Twitter feed (@beyond_CSR) with a plan to integrate it into the CSR website page. Mark Hecht administers the account.



ENGAGING YOUTH

Youth volunteers played a pivotal role in all Beyond Borders ECPAT Canada programs, Media Awards, social media and fundraising activities. Senior legal counsel, Mark Hecht, continues to work with interns from Canadian Lawyers Abroad and Canadian law schools on a number of initiatives.

Youth board member, Arly Akerstream, was selected to represent Beyond Borders ECPAT Canada on ECPAT International’s child and youth advisory committee. Arly initiated a youth-oriented micro project based in Winnipeg that will be launched in 2013.

FRANCOPHONE CHAPTER - AU-DELÀ DES FRONTIÈRES ECPAT Canada

One our most active and invaluable volunteers, Louise Pelland, continued in 2012 in her advisory role to the board, working on the Media Awards as well doing all of our NGO’s English to French translation. Danielle Ouimet, the chapter’s “marraine” continues ADF’s work on the Man-tp-Man/Homme à Homme campaign.

ADF members are often contacted by the francophone media for comment on issues including child sex tourism.

CASE MONITORING/MEDIA AND PRO BONO LEGAL INTERVENTION

Beyond Borders ECPAT Canada's legal team and legal interns continue to monitor complicated cases in the courts including cases of child sex tourism, child trafficking, Internet luring, pardons and passports for convicted child sex offenders. Our legal team appeared frequently in national and local media on behalf of the rights of victims.

Our legal counsel, David Matas, continues to advocate for the prosecution of polygamists and child sex traffickers in Bountiful B.C. who are preying on children in Canada and the United States.

Regarding a Halifax case involving a 15-year-old child victim who had images and sexual innuendo posted about her on Facebook by a unknown person, legal team member, Jonathan Rosenthal, advocated for and helped the child victim in this case take legal action to identify the perpetrator while ensuring the child's anonymity. In a precedent-setting decision on cyber-bullying, the Supreme Court agreed. Beyond Borders ECPAT Canada continues to seek legal reform on behalf of all children to ensure they remain anonymous while pursuing those who use the Internet to exploit and bully them.

MEDIA AWARDS

The 2012 Beyond Borders Media Awards continued to grow with more than 350 people attending the November 19 event. Many of Canada's best journalists sent in their work from across the country.

There were two new additions in 2012. The first was a very successful symposium attended by more than 150 students, law enforcement, and other interested parties. Presenters included legal team member Jonathan Rosenthal, Detective Sergeant Daren Oleksluk, Prof. Sandra Kirby and survivor, Ally. The moderator was past Media Awards winner, Mike McIntyre.

To celebrate the 10th anniversary of the awards, we launched the inaugural Rosalind Prober Award for excellence in advocacy to stop child sexual exploitation. The first recipient of this award was Sheldon Kennedy, former NHL hockey player and a survivor of sexual abuse by junior hockey coach, Graham James. This award was made possible by longtime sponsor, Qualico.

The Winnipeg Foundation once again contributed to the cost of running this important event held to celebrate International Children's Day. Many new sponsors and volunteers supported the awards this year.



Sheldon Kennedy



Diana Swain



CYBERTIP/CANADIAN CENTRE FOR CHILD PROTECTION

As a founding member of Cybertip.ca, Beyond Borders was delighted to join in the 10th anniversary celebrations of Canada's very successful tipline for online child sexual exploitation. We also have membership in the Canadian Coalition Against Internet Child Exploitation (CCAICE)

CANADIAN MUSEUM OF HUMAN RIGHTS

Beyond Borders ECPAT Canada board member, David Matas, continues to sit on the museum's content committee to determine the issues it will feature. Museum staff attended our Media Awards and Beyond Borders ECPAT Canada continues to be invited to museum events.

COMMUNICATIONS – AMPLIFYING OUR VOICE

Media Relations

The “global voice” of our organization is perhaps most keenly represented by the fact that it is a go-to resource for media outlets across the country on issues related to the sexual exploitation of children here in Canada and abroad. We have a strong roster of media spokespeople who appear as the face of the organization on television and in print.

Social Media

We continue to employ Facebook, Twitter and YouTube to enhance Beyond Borders ECPAT Canada's online presence and to engage with supporters. We have an active following on these platforms including close to 4,000 followers on Facebook, 900 on Twitter and more than 35,000 video views on YouTube. Our social media presence is made possible through a number of volunteers including Geneviève Proulx (Montreal), Sandra MacInnis (Ottawa) and Jennifer Clark (Winnipeg).

Newsletter

2012 marked the last printed edition of the Beyond Borders ECPAT Canada newsletter. The cost of printing and distributing the newsletter as well as the number of people generally preferring to view content online, led to the decision to move to online distribution of news. Volunteer Cindy Lange continues to provide layout and design services for the newsletter.

WORKING WITH ECPAT INTERNATIONAL

ECPAT International is headquartered in Bangkok, Thailand and is referred to as the secretariat of the ECPAT network. ECPAT relies on its members around the world and Beyond Borders in Canada to collaborate and support each other's work and the work of the other ECPAT groups around the globe.

Beyond Borders ECPAT Canada board member, David Matas, sits on the ECPAT International board representing North America. As mentioned above, youth board member, Arly Akerstream, joined the ECPAT Youth Advisory Committee this year.

Finally, as part of the reporting requirements of The Body Shop campaign, Mark Hecht completed Canada's Final Progress Report Card on the Trafficking of Children and Young People in Canada.

Mark also reviewed and provided comment for the Canadian Chapter of the Global Monitoring Report. The Global Monitoring Report is ECPAT International's major study on the commercial sexual exploitation of children around the world. The Final Report Card and the Global Monitoring Report are both available on the ECPAT International website.

OUR TEAM

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**CONGRATULATIONS AGAIN THIS YEAR TO EVERYONE FOR YOUR
DEVOTION TO SEXUALLY EXPLOITED CHILDREN EVERYWHERE.**



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