

## Membership Benefits & Programs COMMUNICATION / ADVOCACY AND TRAINING

*Advocating on the front lines and its effect on the Canadian public.*

In 2008, Canada raised its age of protection (sometimes called "age of consent") from 14 to 16 years of age.

The new law falls under the Tackling Violent Crime Act

- Under the Criminal Code of Canada, those under the age of 16 cannot consent to sexual activity of any kind.
- Adults can be criminally charged for engaging in sexual activity with youth under this age.
- A close-in-age exemption allows teens younger than 16 years to consent to sexual activity with those who are less than five years older. This applies only when the partner is not in a position of trust or authority and the relationship is not sexually exploitive (e.g. exploitation through prostitution or child pornography).

Child Find Canada and many of its member agencies across the country advocated for this change to the criminal code because of the reality on the front lines. Reports to the Canadian Centre for Child Protection's cybertip.ca program (an online tool for reporting child sexual exploitation) show that adults set on exploiting children commonly target 14 and 15 year olds.

In many unique reports of online luring reported to Cybertip.ca the new legislation, in which 14 and 15 year old children are not able to give sexual consent, would have applied and criminal charges would have been an avenue for prosecution.

In addition to being aware of this change to the Age of Protection, there are a number of things parents can do to increase their children's safety, by simply visiting any one of the child find provincial or national websites for educational material or by contacting their provincial office and requesting an educational clinic in their neighborhood.

## CONTINUING EDUCATION & TRAINING AS A STRATEGIC GOAL

The CFC Board has maintained its objective of ongoing training sessions for provincial membership with emphasis on case management and was pleased to be able to offer formal training to all member agencies on subjects relative to board governance, strategic planning and case management. Specifically, the areas of case management of international abductions, inter-provincial case studies, dealing with high profile cases, media relations, reunification and looking to technical solutions to assist in the search for missing children were highlights of the 2008 training year. Additionally, CFC supported the development and distribution of a quick reference guide for case management as well as a case management governance manual, while continuing to support the review and re-development of a complete case workers manual.

CFC was pleased to be able to support its provincial members by assisting their representatives and caseworkers to attend the 8th Annual Missing & Exploited Children Conference in April, 2008 as well as attending and participating at AMECO and OJJDP Fox Valley Technical meetings and trainings in the spring and fall of 2008.

## Financial Statements EXCERPT FROM AUDITOR'S REPORT

TO THE DIRECTORS CHILD FIND CANADA INCORPORATED

To the members of

Child Find Canada Incorporated

I have audited the statement of financial position of Child Find Canada Incorporated as at December 31, 2008 and the statements of operation, changes in net assets, and cash flow for the year then ended. These financial statements are the responsibility of the organization's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free from material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many charitable organizations, Child Find Canada Incorporated derives revenue from donations and sundry fund raising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, my verification of these revenues was limited to the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to donation and sundry fund raising revenues, deficiency for receipts over expenses and surplus.

In my opinion these financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2008 and the results of its operations and cash flow for the year then ended in accordance with Canadian generally accepted accounting principles.

Philip Kahanovitch  
Certified General Accountant  
March 16, 2009

## STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31

	2008	2007
<b>Revenue</b>		
Donations	\$ 50,634	\$ 78,722
Fundraising	90	395
Other	788	2,006
	<u>\$ 51,511</u>	<u>\$ 81,123</u>
	2008	2007
<b>Expenses</b>		
Donations	\$ 2,946	\$ 5,600
Other	66,223	82,139
	<u>\$ 69,169</u>	<u>\$ 87,739</u>

Excess (Shortfall) of Revenue over expenditures for the year (\$ 17,658) \$ 6,616

\*For complete financial statements please refer to [www.childfind.ca](http://www.childfind.ca)

## MESSAGE FROM THE EXECUTIVE:

Inspired by the evolving interests of our members, Child Find Canada ("CFC") strives to provide access to information, an impressive and ever-expanding range of innovative and reliable services/programs which are developed and delivered through provincial Child Find agencies to the Canadian public and those abroad. CFC is a charitable organization dedicated to the personal safety of all children with a primary goal of reducing child victimization. The organization works co-operatively with provincial Child Find offices and other national and international agencies involved in the area of child protection and is governed by a voluntary Board of Directors. In 2008 more than 67,000 children were reported missing in Canada.

CFC works diligently to provide a voice on issues related to missing and exploited children and their families and to nurture a membership of credible, ethical, and effective non-profit organizations that serve missing and exploited children, their families and assist law enforcement. In 2008, CFC marked its twentieth anniversary; and despite uncertain economic times and transitions, its dedicated Board revisited strategic planning with a view to setting goals and objectives that would be reached over the next three - five years, with foresight and progressivity being critical elements to the plan's execution and completion.

With a mission statement setting out three priorities:

- Educate and advocate for the protection and rights of children and youth;
- Promote awareness of the issues relating to missing children. Believing "a missing child is everyone's responsibility"™;
- Representing and supporting the development of existing and future member organizations in all provinces and territories to deliver programs that will reduce the incidence of missing and exploited children;

the agency, through its dedicated volunteer base believes that it can continue to deliver on its mission statement and keep as a priority the belief that "All Children have the Right to be Safe".

Canada's climate is colder, its population is smaller, and its economy is different compared with other countries. These and other factors have set the stage for some fascinating differences in how the non profit sector in Canada will weather the current economic storm. With a board committed to promoting and advocating for the personal safety of children and youth, I am confident that what will follow 2008 will be unique and will provide the framework for CFC's long and illustrious future.

Respectfully submitted,  
Kathryn Anderson, National Co-Ordinator

### Member Agencies

Child Find British Columbia  
Crytal Dunahee, President

Child Find Alberta  
Murray Brown, President

Child Find Saskatchewan  
Phyllis Hallatt, President

Child Find Manitoba  
Paul Chard, Chair

Child Find Ontario  
Jessica Peacock, President

Child Find Newfoundland/  
Labrador  
Marie Best-French, President

Child Find Prince Edward Island  
Lynn Coyle, President

### Mentored Agency

Child Find New Brunswick  
Robert Clinch, President

### Canadian Case Management Partners

Child Find Nova Scotia  
Missing Childrens Network  
Canada, Quebec



Child Find Canada Inc.  
212 - 2211 McPhillips Street  
Winnipeg, MB Canada R2V 3M5  
Tel.: (204) 339-5584  
Fax.: (204) 339-5587  
e-mail: [childcan@aol.com](mailto:childcan@aol.com)  
[www.childfind.ca](http://www.childfind.ca)

### CFC Board of Directors

**President**  
Wayne Dobson (BC)

**1st Vice-President**  
Susan Lynne Snider (ON)

**2nd Vice-President**  
Lynn Coyle (PEI)

**Treasurer**  
Phyllis Hallatt (SK)

**Secretary**  
Crystal Dunahee (BC)

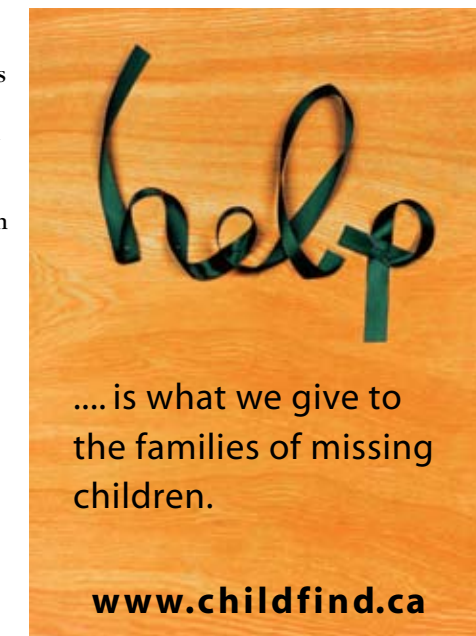
**Past-President**  
Kay Rogers-Lidstone (PEI)

### Directors

Martha Farrell (NL)  
Stacie Parsons (NL)  
Nicole Pugh (PEI)  
Michelle Broege (ON)  
Paul Chard (MB)  
Murray Brown (AB)  
Priscilla Popilchuk (AB)

**National Co-Ordinator**  
Kathryn Anderson

CFC is an active participant with the Association of Missing and Exploited Childrens Organization and enjoys associations with the National Missing Childrens Service (OMC) in Ottawa and the Canadian Coalition for the Rights of the Child.



**Vision Statement - To provide a national forum to support our provincial agencies.**



## Education & Awareness = Prevention

The support and enhancement of provincial programs was identified as a key strategic goal for the national office in 2008. to that end a number of opportunities presented themselves.

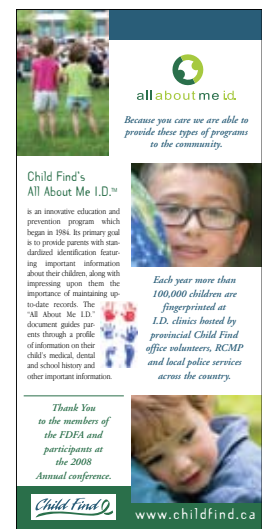
## MISSING & EXPLOITED CHILDREN CONFERENCE

The 8th Annual Missing and Exploited Children Conference ("MECC") was hosted by the Canadian Centre for Child Protection in Winnipeg, Manitoba May 12 - 14, 2008. Child Find Canada was proud to be able to support the attendance of its provincial members' case workers to this excellent learning opportunity.

The goal of this conference, which featured expert international speakers, is to broaden the knowledge of those involved in child protection (law enforcement, prosecution, social work, education) surrounding the issues of missing and exploited children.

This three day training conference featured presentations from internationally renowned expert speakers, and continues to be the leading conference of its type in Canada. MECC provided presentations to attendees on a wide range of issues, including the detection and investigation of child victimization, internet related exploitation and the victim perspective. A unique aspect of this conference is that it offers two different streams of presentations on each day - one for law enforcement and prosecution and one geared towards social work and education. Attendees were encouraged to develop new skills and gain new perspective. The substantive, innovative content is certain to have a lasting impact on the participants.

## ALL ABOUT ME ID™ & ALL ABOUT ME PHOTO ID™ PROGRAM



CFC is proud to present the All About Me ID™ and the All About Me Photo ID™ delivered by its provincial membership. This program is a community service project designed to provide accurate documentation and information of a child to the parent or legal guardian. The information contained in the All About Me ID booklet is necessary in the event that a child ever goes missing, for any reason. The All About Me ID program compliments Child Find's prevention and awareness programs.

CFC and its provincial members from coast to coast were delighted to renew the relationship with Canon Canada for 2008 as the exclusive photo partner to the All About Me ID program. Canon donated digital cameras, photo printers and paper supplies to assist Child Find with this program. This partnership ensures that the Canadian public, parents, children and caregivers are given the opportunity to have current photos available for insertion in Child Find's All About Me ID program booklets.

We are very grateful to Canon Canada's commitment to this innovative program whose primary goal is to provide parents with standardized identification information about their children.



## Membership Benefits & Programs

### PROVIDING VALUE-ADDED BENEFITS AND SERVICES

CFC's membership benefits program continues to increase brand recognition for its members by building on our reputation for service excellence. To further enhance the value of membership, CFC has reinforced its commitment to improve the existing membership benefits program while adding new, meaningful and high quality benefits. In 2007 there was a continued commitment to support provincial membership and CFC continued to work through defining and developing a more focussed benefits program strategy. We continue to secure long-term committed partners such as Discash.com (CF Online's webserver) and AOL Canada, as well as forging relationships with corporate Canada such as Frontier Duty Free Association and Canon Canada, strong alliances to our circle of friends from which provincial members receive direct support.

### CASE EXPOSURE

We are grateful for the ongoing support of Via Rail Canada and Greyhound Canada for their support of the national Missing Children Poster campaign. This annual poster highlights various registered cases and is distributed nationally to thousands of public locations. Lifetouch Canada has been a committed and long-term supporter of Child Find Canada and 2008 reinforced that commitment with its significant in-kind donation of printing for distribution from coast to coast 15,000 National Missing Children Posters.



### 1 800 Toll Free Line

CFC financially supports and hosts a national toll free line, advertised internationally for the reporting of a missing child or the sighting of a missing child. This line is operated twenty-four hours a day, 365 days a year and callers are redirected to trained caseworkers in their immediate jurisdictions.

### Administration

The administrative offices of CFC interface with the Canadian public as well as member representatives, forwarding inquiries regarding case exposure to the relevant jurisdiction for immediate client service.

### Missing Children Flyers

A number of corporate partners regularly post flyer pictures of registered Missing Children's cases such as Princess Auto, CIBC Credit Card Services and various community newspapers and magazines.

Statistics indicate that the number 1 tool for the successful recovery of a missing child is a good quality, current photo; having the opportunity to publish case flyers in as many geographical areas, to as large a demographic population as possible assists greatly with the successful recovery of missing children. A sincere thank you is sent to those organizations who support this endeavour.

### Banner Ads

Child Find was very pleased to develop a banner ad partnership with Peak of the Market and through automated e-mails circulated globally, our missing children's information is provided to over 35,900 individual e-mail accounts around the world each Tuesday. Thank you to Peak of the Market for providing the opportunity to widely circulate images of missing children around the world.



### CF Online

The CFC website was officially launched on May 25, 1995. Since then, the site has focused on the following aims:

- to provide accurate, up-to-date information about active cases;
- to provide accurate, up-to-date information for CFC and the provincial member offices; and
- to provide useful educational information about child safety to children and their parents.

CF Online - www.childfind.ca hosts a current missing children's electronic database of all registered Child Find cases. The general public has easy access to view cases and are able to download and print flyers.

Although at the time of printing this document, website traffic history for 2007 is not available, the statistics available clearly indicate that the general public find the information of value, particularly in the midst of highly visible cases.

CFC is very grateful for the online support provided by Smartypants.com, George Butters and his team for their significant contributions of time and expertise and AOL Canada who provide e-mail accounts for all Child Find offices.



## GREEN RIBBON OF HOPE CAMPAIGN

May is Green Ribbon of Hope™ Month

## May 25<sup>th</sup> is National Missing Children's Day

Child Find Canada's "Green Ribbon of Hope™ Campaign" takes place during the month of May annually.

The Green Ribbon of Hope campaign was launched following the disappearance of Kristen French in 1992. It was developed by the students of Holy Cross Secondary School in St. Catharines, Ontario to honour Kristen's memory. The Green Ribbon has become a symbol of hope for all missing children. Holy Cross Secondary School gave Child Find the exclusive rights to the Green Ribbon of Hope and Child Find later trademarked the campaign, in particular, the green ribbon. A significant awareness campaign is run nationally during the month of May.

National Missing Children's Day takes place during the Green Ribbon of Hope Campaign each May. National Missing Children's Day was first recognized in the United States on May 25, 1980. Missing Children's Day was first recognized in Canada in 1984 and it is now recognized each May 25th by child-oriented organizations, in an effort to raise the level of public awareness about the issue of child safety and of missing children. May 25th is dedicated to all missing children with the hope that they will all be located.

Child Find's aim is to heighten the awareness of the issue of missing children and encourage everyone to participate by wearing a Green Ribbon.

Child Find Canada assists its provincial members with this national campaign by way of various media exposure, national poster distribution, distribution of various campaign specific awareness mediums, media, press and radio releases.

CFC wishes to thank all corporate partners without whom this campaign would not have been successful.

