



#not in my city

2017-2019 IMPACT REPORT



VISION

#NOTINMYCITY RAISES AWARENESS TO DISRUPT, PREVENT AND END HUMAN TRAFFICKING ACROSS CANADA.

MISSION

WE DISRUPT HUMAN TRAFFICKING BY:

- RAISING AWARENESS
- CREATING A PLATFORM FOR COLLECTIVE ACTION
- MOBILIZING COMMUNITIES

WE BELIEVE

THAT FREEDOM SHOULD INCLUDE EVERYBODY.

A NOTE FROM OUR FOUNDER

It's incredible to see what can happen when people have the courage to stand up for what's right. At #NotInMyCity, we call these incredible individuals our Allies, and over the past three years, #NotInMyCity has grown from an idea to a movement thanks to their support. Whether it's being willing to wear our yellow rose in solidarity with our cause, to hosting fundraising events, mobilizing employees or engaging your corporation in our efforts - we sincerely thank you.

#NotInMyCity disrupts human trafficking by raising awareness, creating a platform for collective action and mobilizing communities. We do this because it is our responsibility to protect those who are most vulnerable, and because we wholeheartedly believe that Freedom should be for everybody.

Thank you for being an Ally. We're just getting started.

Paul Brandt

OUR BEGINNINGS

#NotInMyCity is a facilitative organization launched in 2017 by Paul Brandt that is raising awareness and taking collective action to prevent, disrupt and end sexual exploitation and trafficking, focusing on children and youth. The #NotInMyCity movement is growing. We are building partnerships, creating awareness, educating others and mobilizing a strategic, integrated plan to bring about transformational and sustainable change at all levels.



WORKING IN ALLIANCE

Whether you've stepped up to provide financial contributions, in-kind support or served as a partner to help us further our cause, we simply would not be where we are today without your dedication and vision. We appreciate all of the supporters and organizations who have been visionaries for our cause from the start.



OUR FOUR STRATEGIC DIRECTIONS

#NotInMyCity has built a comprehensive operations plan that focuses on our four strategic objectives:

1



SUPPORTING HIGH-RISK YOUTH:

Developing a Community Response Model to ensure youth receive the full continuum of care they require to heal, move forward and lead healthy and productive lives.

2



BUILDING COMMUNITY AWARENESS & ACTION:

Increasing public awareness and education across Canada working in partnership with government, community organizations, airports and businesses/corporations.

3



ADDRESSING THE UNIQUE NEEDS OF VULNERABLE GROUPS:

Working with socially or economically disadvantaged populations, with a focus on Indigenous Peoples, to identify and action priorities to reduce risk and improve access to resources.

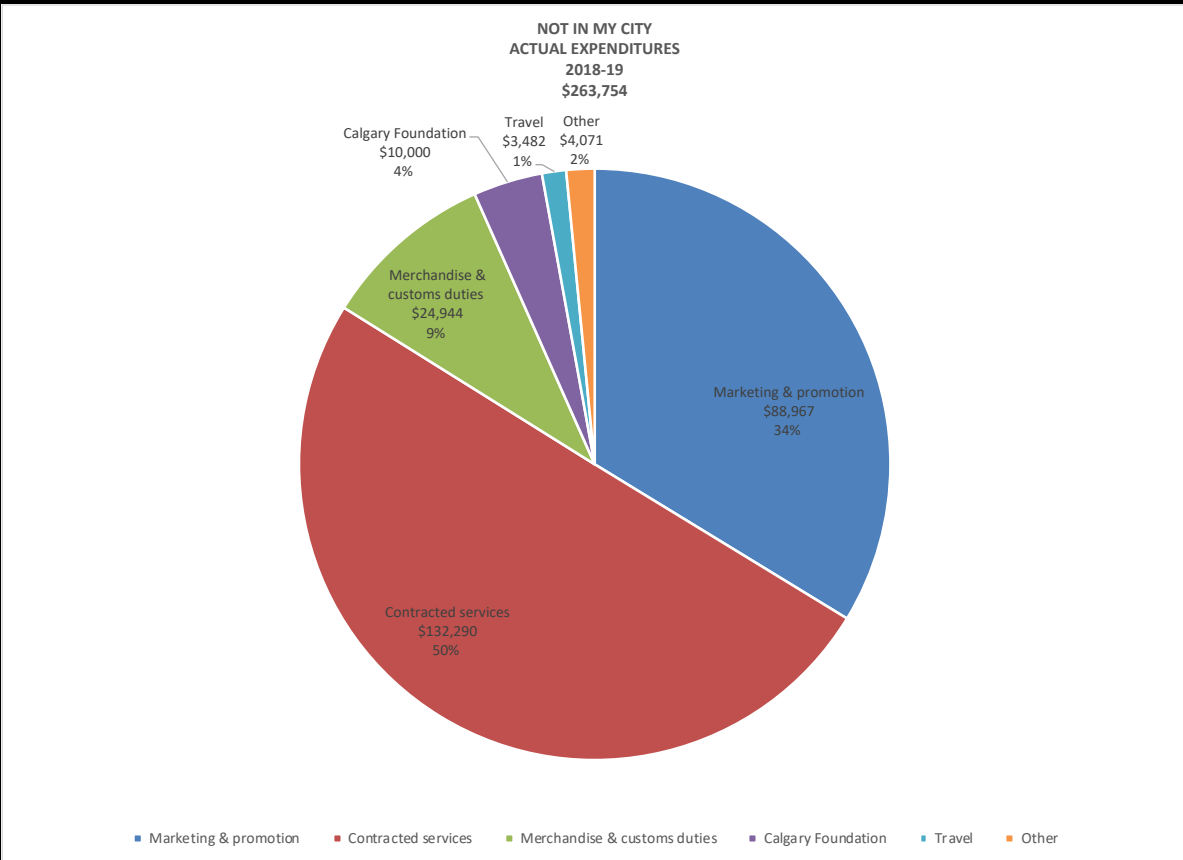
4



ADVANCING LEADING PRACTICES:

Establishing partnerships with researchers, content experts and national/international organizations to advance understanding and mobilization of leading practices and outcomes.

FINANCIALS



A TIMELINE OF OUR PROGRESS

2017



APR

Paul Brandt's role as Storyteller in Residence at Mount Royal University engages students to design an anti-human trafficking campaign. A team of alumni students are chosen to build the #NotInMyCity brand.



MAY

Canadian Fashion Designer Paul Hardy designs the iconic yellow rose logo, which has since become an important visual emblem and a beacon of hope for #NotInMyCity.



JUL

Paul Brandt launches #NotInMyCity with an awareness and fundraising event at Deane House in Calgary, AB.



JUL

MNP's Stampede Chuckwagon tarp includes #NotInMyCity's yellow rose logo to increase awareness to hundreds of thousands of spectators and viewers.



JUL

Funds raised from Prairie Merchant and Brett Wilson's annual Prairie Rowdy event directed to #NotInMyCity.



OCT

#NotInMyCity spearheads a consultation process with individuals who provide expertise and perspective on the issue of Human Trafficking from regional, provincial and national levels.

2018



JAN

#NotInMyCity brings together senior representatives from Police, Health, Children's Services, Crown, Education, First Nations, City of Calgary and the Ministry of Community and Social Services. This was the first time all systems had come together to discuss this issue and work in collaboration.



FEB

Meeting is Co-Hosted with Calgary Police Service to bring together senior representatives from government and organizations for further consultation and identification of priorities moving forward. This work informed the development of Four Strategic Directions and a Strategic/Operational Plan to support and guide action steps for each strategy.



MAY

Kat Marks at LETHRBAR partners with #NotInMyCity to design a collection of yellow leather items to raise awareness and funds.



JUN

#NotInMyCity holds its second awareness and fundraising gala at Deane House in Calgary, AB. To mark the event, the Calgary Tower and Reconciliation Bridge is lit up in yellow. June 20th is named "#NotInMyCity Day".



JUN

YYC International Airport partners with #NotInMyCity to build awareness through educating and training staff, volunteers and guests.



JUL

City of Calgary and Calgary Transit rolls out 30 buses with #NotInMyCity's message.



JUL

MNP sports #NotInMyCity's yellow rose on their chuckwagon tarp for a second year.



JUL

Prairie Rowdy directs funds raised for a second year in a row to #NotInMyCity.



OCT

In partnership with the Calgary Police Service, #NotInMyCity hosts Detective Mike Russo from the Chandler Police Department, Arizona for an information session and discussion, designed for law enforcement personnel, on Human Trafficking for a sexual purpose and Child Exploitation.

2019



JAN

#NotInMyCity heads across Canada on The Journey Tour with Ally and Founder Paul Brandt, bringing the yellow rose to 22 cities and 60,000 concert attendees across the country and creating national awareness. Twitter posts using the hashtag #NotInMyCity gained 1.26 million impressions.



APR

Meeting held with key stakeholder groups in Edmonton to explore opportunities for leveraging strengths to address human trafficking in Edmonton, Calgary and across Alberta.



MAY

Calgary Police Service and #NotInMyCity host a workshop for law enforcement members on Human Sex Trafficking/Child Exploitation with guest speakers Corporal David Lane From Nova Scotia RCMP and Detective Lieutenant Dominic Monchamp from the Montreal Provincial Human Trafficking Integrated Team.



MAY

Meeting held with Treaty 6, 7 & 8 Chiefs to discuss partnership with Indigenous Communities.



JUN

#NotInMyCity launches the "Seeing Yellow" campaign for the month of June to engage individuals, groups and businesses to raise awareness and funds.



JUN

Edmonton International Airport formally announces their partnership with #NotInMyCity, with support from the City of Edmonton, Edmonton Police Service, REACH Edmonton, and RCMP.



JUN

Canadian Jewelry Company Hillberg & Berk and #NotInMyCity launch their partnership with a line of



JUL

MNP sports #NotInMyCity's yellow rose on their chuckwagon tarp for a third year in a row..



JUL

Funds raised from Prairie Rowdy event is directed to #NotInMyCity for a third year in a row to support community initiatives..



AUG

#NotInMyCity joins the Calgary Foundation as part of their non-profit community.



AUG

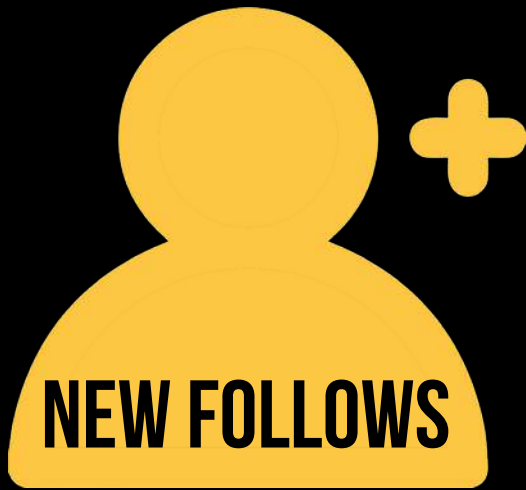
#NotInMyCity presents for an engagement session hosted by the Ministry of Justice to help inform the development of Alberta Legislation on human trafficking.



OCT

Founder & Ally Paul Brandt is The Star Calgary's first guest editor with a piece on human trafficking and sexual exploitation.

DIGITAL IMPACT



2200



2100



900

850 SUBSCRIBERS

**52%
OPEN RATE**

12% CLICK THROUGH RATE
2X THE INDUSTRY AVERAGE

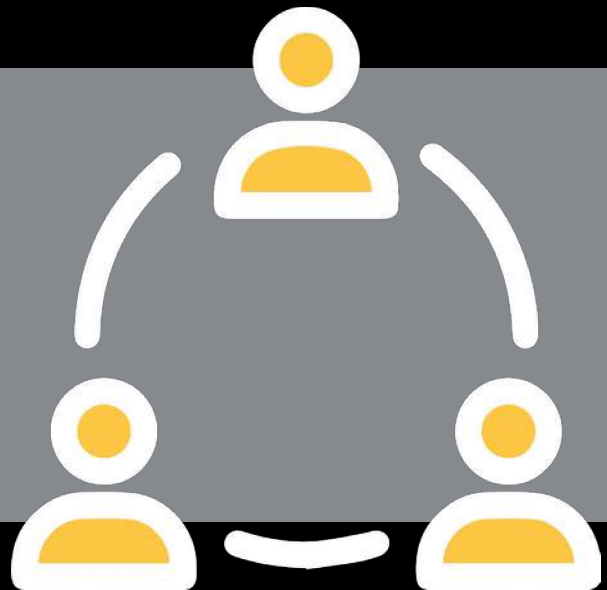


52,000
UNIQUE WEBSITE USERS



ADVISORY COMMITTEE

TOM & DEBRA MAURO
PAUL & LIZ BRANDT
ROSANNA IMBROGNO
BONNIE JOHNSTON
BRIAN MCCONAGHY



GET INVOLVED

There are a number of ways you can become an Ally and support the work of #NotInMyCity.



AMPLIFY THE MESSAGE. Our voices have power, and when we use them together we can do great things. Use the hashtag #NotInMyCity and share our Yellow Rose on social media to take a stand and let others know that sexual exploitation and sex trafficking is wrong and shouldn't be happening. Anywhere.

LEARN ABOUT THE ISSUE. 40 million; that's how many people are trapped in this form of modern day slavery. Human trafficking is one of the fastest growing crimes in Canada and 72% of reported victims in Canada are under 25. Visit notinmycity.ca and share the site with your friends to learn the facts about this industry.



WEAR OUR YELLOW ROSE. When you shop the #NotInMyCity collection, you're supporting our work and standing in solidarity with sex trafficking victims.

GATHER YOUR ALLIES. There's power in numbers. Put a call out to your friends to support #NotInMyCity by hosting a dinner, golf tournament, fitness class and more to educate the public and raise awareness and funding.



DO NO HARM

When dealing with suspected cases of sexual exploitation and trafficking, the overriding principle is that you act with care and make every effort to avoid causing harm to yourself or to the possible victim. Sexual exploitation and trafficking is a crime and under no circumstances should the suspected victim or concerned individual be compromised.

IF YOU SEE SOMETHING, SAY SOMETHING. Any tip reported is welcome. Provide the information to allow professionals to decide if action can be taken.

REPORTING

If you suspect someone is the victim of sexual exploitation or sex trafficking, it is your responsibility to speak up. If the victim is under 18 years of age, it is mandatory under federal and provincial law to report the suspected or known sexual exploitation of children.

- Notify Local Law Enforcement
- Call the Child Abuse Hotline (Alberta - 1-800-387-5437)
- Call Canada's National Human Trafficking Hotline (1-833-900-1010)

IF IN IMMEDIATE DANGER, CALL 911

CONTACT

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