

President's Report to the Beyond Borders Board of Directors Annual General Meeting - February 9, 2011 Winnipeg, Manitoba

Beyond Borders is a growing national, bilingual organization whose success continues to depend on the passion, devotion and commitment of its pan-Canadian volunteers, legal team, youth as well as those in social services and child advocacy agencies that are members of our growing coalition.

We undertook many exciting national initiatives in 2010 for sexually exploited children. The surge in the level of our activism and initiatives continues to be due to the Stop Sex Trafficking of Children and Young People Campaign with our ECPAT international partner, The Body Shop. Beyond Borders continues to work regularly with all the Canadian Body Shop stores and is thrilled by the effort those shops are putting into selling the Soft Hands Kind Heart Hand Cream. In 2010, around the world, someone helped ECPAT fight child sex trafficking every 30 seconds by purchasing the Soft Hands Kind Heart hand cream. The campaign raised more than 1.5 million dollars in North America in 2010 with Beyond Borders receiving \$289,514.08.

Following are the other highlights from the past year:

THE BODY SHOP CAMPAIGN YEAR TWO

On March 15 in Toronto, to mark the launch of the *Stop Sex Trafficking of Children & Young People* 2010 initiative, The Body Shop held a screening of *Playground* – an investigative documentary by director Libby Spears that looks at commercial child sexual exploitation. Following the screening, our legal spokesperson, Jonathan Rosenthal, moderated an expert panel on the subject. On April 23 also in Toronto I attended with Deborah Zanke and Man-to-Man campaign participant, Rick Campanelli, the 30th anniversary party of The Body Shop in Canada.

In the summer, The Body Shop held its year two North American campaign and petition launch in New York. Well-known activist movie star Susan Sarandon attended in support of the event. Media attention was intense with journalists attending from Mexico and Canada as well as a large number from the USA. Over 4 million people worldwide have signed the petition asking for government action on this issue in 2010.

Beyond Borders continues to use the funds raised from the campaign to build organizational capacity to eliminate child sex trafficking. The majority of the funds, however, have been spent in direct support of charitable organizations in Canada who

work with trafficked victims and secondly on corporate social responsibility and on our advocacy campaigns. Our advocacy programs include Supreme Court of Canada and other legal challenges, judicial reform initiatives, case monitoring activity, youth mentoring, educational presentations and projects, and the innovative Man-to-Man/ "Homme À Homme" campaigns. All advance our ultimate goal of preventing child sex trafficking through deterrence and raising awareness.

THE BEYOND BORDERS FUND FOR SEXUALLY TRAFFICKED AND EXPLOITED CHILDREN

Beyond Borders made its first grant donations to nonprofit organizations carrying out projects and initiatives benefitting children and youth victimized through sex trafficking. We made these donations after undertaking extensive research to identify shelters and other support services across Canada doing work in this area. These organizations were then invited to apply for the funds.

The organizations receiving funds in 2010 follows:

Children of the Street Society – BC (\$6,667)
 Salvation Army - BC (\$20,000)
 A Safe Place- AB (\$10,250)
 Street Workers Advocacy Project - SK (\$20,000)
 Marymound – MB (\$9,160)
 Laurel Centre - MB (\$10,000)
 Child Find Ontario – ON (\$3,333)
 Foundation Marie-Vincent (QC) (\$20,000)

NEW ONLINE PRESENCE FOR BEYOND BORDERS

In order to take further advantage of the tremendous number of Canadians being introduced via The Body Shop to the issue of child sex trafficking and the work of Beyond Borders, We updated the design of our websites and added two new interactive sites to host our Man-to-Man/"Homme à Homme" campaigns.

Beyond Borders communicates to the public via twice yearly bilingual newsletter and continual updates to our websites and social media channels. Facebook and Twitter are regularly updated. Facebook, in particular, has helped us develop a thriving online community interested in our cause and activities.

ADF CHAPTER/NEW FRANCOPHONE LEGAL COUNSEL

One of the most exciting events for Beyond Borders and Louise Pelland, who developed our francophone group, was the November 29 launch of our Quebec chapter, Au-delà des frontières, under the presidency of longtime volunteer legal counsel, Julie Lambert. Representatives from Transat, Air Canada, Air France, RCMP and Quebec police as well as many other NGOs and abused children's healing and advocacy centres attended the launch. Justin Roberge, Nalini Vaddapalli and Katherine Fournier joined the chapter as our new francophone lawyers, media spokespeople and board members. They join Danielle Ouimet, the chapter's "marraine". The new chapter also includes marketing expert Alain Cote, activist Gaby Gamarra, Jean-Pierre Caron from Incursion Voyages and longtime volunteer Kevin Fong as well as two youth.

TRAVEL & TOURISM INDUSTRY INITIATIVES

Transat A.T. Inc., one of the largest integrated tourism companies in the world, and Beyond Borders, signed a three-year agreement joining forces to fight child sex tourism. Mark Hecht developed sex tourism prevention training tools for Transat employees with French translation by Louise Pelland. Beyond Border's legal team member, Katherine Fournier, joined Mark Hecht in providing bilingual training sessions in Ontario and Quebec to "trainers" chosen from Transat. National and international employees are now educating the entire Transat employee pool on preventing child sex tourism.

WestJet and Beyond Borders have a MOU in the process of being signed. This will add Beyond Borders to WestJet's Cares For Kids program. Beyond Borders was featured in WestJet's in-flight UP magazine in the Nov 2010 issue. WestJet has also agreed to provide seven flights per year at no cost for Beyond Borders business travel.

A summit on child sex tourism continues to be in the planning stages. It will be a closed-door session hosted by The Canadian Centre for Child Protection and Beyond Borders.

MAN-TO-MAN CAMPAIGN

In Toronto on October 26, Beyond Borders launched the second phase of our groundbreaking online campaign Man-to-Man on the issue of demand for sex with children, asking men to speak out against child sexual exploitation. Phase II of the campaign featured the launch of a public service announcement as well as a feature-length video of adults who were exploited as children telling their stories of victimization. All the videos feature prominently on the new campaign website. Canwest Global and The Score Network agreed to air the PSA free of charge. Joining our phase one campaign leaders and role models in phase II are ET Canada's Rick Campanelli, CSI: NY actor A.J. Buckley and Canada's Next Top Model co-host Jay Manuel. Manoj Sood attended the event as well as The Body Shop.

"HOMME À HOMME" CAMPAIGN

With the help of Danielle Ouimet, we recruited eleven of Quebec's most well known and respected athletes, stars and heroes to put their names forward and appear in our new "Homme À Homme" campaign and website www.taparolecompte.ca speaking out to males against child sexual exploitation. They are as follows:

- **Robert Piché** – Pilot/hero/philanthropist
- **Yvon Deschamps** – Actor
- **Jean-Luc Brassard** - Olympic medalist
- **Charles Lafortune** – Actor (Are you Smarter than a 5th Grader?)
- **André Chagnon** – Business mogul/philanthropist
- **André Robitaille** – Actor/TV host (C'est juste de la TV)
- **Gildor Roy** – Actor/TV Host/Singer
- **Louis Garneau** – Elite cyclist/cyclewear manufacturer
- **Paul Houde** - Actor/sports commentator/TV Host (Le cercle)
- **Éric Salvail** – Radio & TV Host/Producer (Dieu Merci!)
- **Guillaume Latendresse** – NHL Athlete
- **Bruny Surin** – Olympic Athlete

Jacques Villeneuve, who joined the English campaign in phase I also appears on “Homme à Homme”.

Commandant Piché and Eric Salvail, two of Quebec’s best-loved role models attended the launch. The Body Shop also attended and provided gifts for the participants.

CASE MONITORING/LEGAL INTERVENTION

Legal counsel David Matas was successful in having Beyond Borders accepted as an intervenor in the matter of the constitutionality of S. 293 (polygamy) in the Criminal Code of Canada, which is presently being heard in the Supreme Court of British Columbia.

In Halifax, Beyond Borders attempted to intervene in a case involving a 15-year child victim whose images and sexual innuendo about her were posted on Facebook by an unknown person. Beyond Borders endeavoured to help the child (and her parents) find out the identity of the perpetrator while maintaining her anonymity. The case remains before the court.

Beyond Borders legal team and legal interns monitored complicated cases in the courts involving child sex tourism, child trafficking, Internet luring, pardons and passports for convicted sex offenders. Members of our legal team appeared frequently on national and local media on behalf of the rights of victims.

Craigslist, after years of protest by child advocates including Beyond Borders, shut down its erotic services site in Canada—a major victory towards stopping child sex trafficking.

MEDIA AWARDS

2010 saw a much-expanded media awards committee with the addition of some new members with expertise in business (Nancy Vardalos Ginakes), travel and tourism (Darlene Newton), fundraising (Lynda Gilchuk), accounting (Darlene Bergen) and a new youth member, Arly Akerstream. The Winnipeg Foundation increased its financial support this year and new donors and sponsors contributed to the event including Transat and WestJet and Edison Rentals. One of our judges attended from Montreal and joined a fellow Winnipeg judge on the podium explaining the adjudication process. The mayor of Winnipeg, Sam Katz, attended for the first time joining Manitoba’s Minister of Justice and the Chief of Police.

LEXISNEXIS PARTNERSHIP

LexisNexis is a leading provider of information and services solutions to law firms, corporate, government and academic professionals. The firm invited Beyond Borders as a guest speaker at the April 23 launch of the critically acclaimed anti-child trafficking film *Holly*. In the fall, LexisNexis did a major fundraising campaign for Beyond Borders as well. It is expected that our activism against child trafficking with LexisNexis will continue into 2011. Beyond Borders is deeply appreciative of this new partnership.

CYBERTIP/CANADIAN CENTRE FOR CHILD PROTECTION

As a founding member of cybertip.ca, Beyond Borders continues to be an advisory member. We also have membership with C-CAISE (Canadian Coalition Against Internet Sexual Exploitation).

THE CODE

Beyond Borders has been invited to be a Canadian representative of the Code of Conduct For the Protection of Children From Sexual Exploitation in Travel and Tourism (www.thecode.org).

YOUTH MOVEMENT

Youth chair, Jade Harper, continues to promote Beyond Borders at the many national Aboriginal/youth conferences she attends and represents Beyond Borders on the Manitoba Strategy for Sexually Exploited Youth committee. Jade attended the launch of the “Homme À Homme” campaign in Montreal where her expertise on child sex trafficking was much appreciated.

CANADIAN MUSEUM OF HUMAN RIGHTS

Beyond Borders board member, David Matas, continues to sit on the museum’s content committee to determine the issues it will feature. Following the museum’s first time attending the Media Awards and appearing in our highlights video, Beyond Borders was invited to appear before a public content issues panel to be held in late January 2011.

ECPAT CANADA

In May in Taiwan, the board of ECPAT International approved Beyond Borders’ application to be upgraded from an affiliate group to a national group named ECPAT CANADA. Since 1999, Beyond Borders has been an active partner in all ECPAT global initiatives and has worked closely with our ECPAT groups in 75 countries around the world.