

The Canadian Centre for Child Protection Inc. (“C3P”) is a charitable organization dedicated to the personal safety of all children. We are registered as a Canadian charity, BN # 106913627 RR0001. Our organization is funded by the generosity of individuals, companies, organizations, governments and foundations. If you would like to make a donation or are interested in employment opportunities with C3P, please contact our office.

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Statistics: Unless otherwise indicated, statistics and figures referenced in this document were compiled by C3P based on records it maintains and represent the time period between April 1, 2020 and March 31, 2021. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

About this Report

Throughout this document you will see C3P’s measurements of public awareness success. Measures are based on various sources as described below. The following glossary may be useful for you when reading these results.

Website Traffic, Video Views, and PDF Downloads

Website “visits,” webpage “views,” and “downloads” are based on stats compiled by C3P on a regular basis. “Visits” are the number of times a website is accessed. “Views” are the number of times a particular web page is accessed on a website, not including PDF downloads. “Views” also refers to the number of times a video is played on a social media site (see below). “Downloads” refer to the number of times a PDF is downloaded.

Media Mentions

Unless otherwise indicated, mentions in media (other than social media) are tracked by C3P using third-party media monitoring software.

Social Media Terminology

Social media statistics relate to platforms such as Facebook® or Twitter and are provided by the platform. C3P regularly collects this information from its social media accounts and compiles point-in-time information at the end of campaigns.

A social media account is considered to have been “reached” if a post about the particular query (a post, Tweet, handle, hashtag, etc.) appeared in the newsfeed of that social media account over the period being measured. “Impressions” are the number of times a post is displayed in a newsfeed, whether or not it is viewed and whether or not the newsfeed is unique (this term is also used in the context of physical public awareness — see below). “Link clicks” refers to the number of clicks on links within the ad.

Physical Public Awareness (billboards, signs, etc.)

Physical public awareness is typically measured in terms of “impressions”. Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space.

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Who We Are

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties.

C3P also operates Cybertip!ca®, Canada's national tipline to report child sexual abuse and exploitation on the internet, and Project Arachnid®, a web platform designed to detect known images of child sexual abuse material (CSAM) on the clear and dark web, and issue removal notices to industry.





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The image features a dark blue gradient background. In the lower half, there are black silhouettes of several people, likely a group, looking towards the right. A light blue rectangular frame is superimposed over the scene, with the word 'FOREWORD' centered within it. The frame has small horizontal lines extending from its top corners towards the text.

FOREWORD



No one understands the unique needs and experiences of child sexual abuse material (CSAM) survivors better than those who have been victims of this horrific crime themselves. What we have heard and learned from survivors has been integral to our research, advocacy, and public awareness efforts; this has never been more apparent than in 2020-21.

In March 2020, we met a new group of survivors—coined the Aramid Collective—who have had to carry the burden of trying to get their CSAM removed; their pleas often falling on deaf ears at the platforms/services hosting their CSAM. Their experiences helped to paint a clearer picture of the challenges they have faced and life-long impacts because of them.

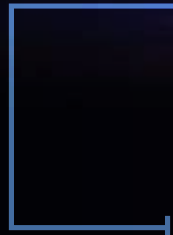
Prompted by these kinds of experiences, as well as concerns voiced by citizens reporting into [Cybertip.ca](https://www.cybertip.ca), C3P undertook an examination of the availability of CSAM-specific reporting options available on 15 major platforms. The results mirrored what survivors have been saying — often there's no easy way to directly report CSAM. In fact, many times it's clearer to report copyright violations tied to posting of the CSAM. In order to streamline the process, the review presented five recommendations for companies that allow user-generated content on their service, some of which were adopted by some of these platforms after the release of the report.

On the heels of these findings, C3P used Twitter®'s 15th birthday to further underscore the struggles survivors face in removing child sexual abuse imagery from online platforms by releasing a poignant video. Capturing the collective voices and raw emotion of these survivors — using actors in order to protect the anonymity of these survivors - the film begins by wishing the social media giant a happy 15th birthday. The tone shifts as survivors recount their own experiences at that age—the abuse they suffered and the lengths they've gone to get Twitter

to remove their CSAM. Even though the platform was specifically called out, the campaign underscored that CSAM is not just a Twitter problem; all online services need to prioritize the removal of CSAM to protect survivors.

In early 2021, it was MindGeek®, the parent company which operates Pornhub®, that was under an international microscope after a *New York Times* article exposed examples of child exploitation on the adult website. The inner workings of MindGeek then became the focus of a study by Canada's House of Commons Standing Committee on Access to Information, Privacy and Ethics. Invited by the Committee to provide testimony on the state of safety and privacy for children online, C3P representatives outlined how the current digital space is harming children and non-consenting adults. Much like the Twitter narrative, we stated that while the Committee's focus had largely been on MindGeek, several other mainstream websites, social media, email, and messaging services could easily have faced the same scrutiny. The call is clear, we ALL must do more for the safety and protection of children and survivors online.

Armed with the knowledge from survivors and a clearer picture of the collective failures of industry and government from our research, C3P focused on seizing further opportunities that would have the biggest impact on advancing this mandate on a global scale. From monthly reports to the Five-Country Ministerial, composed of Australia, Canada, New Zealand, the UK and the US, to working with international NGOs on advocacy initiatives, C3P has solidified itself as an organization that works to better protect children based in the truth of those who have lived it.



2020-21 HIGHLIGHTS





Increased Risk to Children: C3P's COVID-19 response

At the beginning of our fiscal year, COVID-19 had gripped the country, and families found themselves at home, facing virtual classrooms, unrestricted online access, and with it all, increased risk to children. During the first two weeks of the pandemic reports to Cybertip.ca increased by **40%**. By the end of the fiscal year, that number shot up to a **106% rise**¹ in reports that included grooming or luring offences, unwanted and repeated communication from strangers, and sextortion.

C3P responded with online safety tips and resources for educators and families. Highlights include:



A dedicated COVID-19 support page which amalgamated all new and existing resources into one spot so families, educators, and child-serving organizations could navigate and access information easily. This has been the one of the most visited area on C3P's website since March 2020, and will continue to be updated in order to meet changing needs. Visit protectchildren.ca/covid to learn more.



The launch of free digital online safety lessons for children and youth in Grade 3 to Grade 8 to help support remote learning. Lessons address what to do when you see something "weird" online, the risks of sharing photos/videos, healthy and unhealthy relationships, consent, and how to get help.

¹ Fiscal year comparison: 2019-2020 to 2020-2021.



A Cybertip.ca Alert based on the increasing chatter the tipline was seeing on the dark web amongst child sex offenders, who saw the pandemic as an unprecedented time to mobilize and share “best practices” for targeting and abusing children.



A specialized campaign that highlighted Cybertip.ca’s “Report” function so Canadians knew where to turn should they need help with matters of online exploitation.



Increased public awareness and outreach through social media and direct contact with stakeholders to ensure important resources were making their way to Canadian educators, law enforcement, and families. C3P staff also continued to do media interviews to discuss some of the risks seen through the tipline, and what parents can do to help keep their kids safe during this unprecedented time.



Canadian Centre’s Associate Executive Director Signy Arnason speaks with CTV News Winnipeg about an emerging online risk. June 11, 2020.

Reviewing Child Sexual Abuse Material Reporting Functions on Popular Platforms

Prompted by feedback from CSAM survivors, as well as concerns voiced by citizens reporting into Cybertip.ca, C3P undertook a systematic examination of the availability of CSAM-specific reporting mechanisms available on 15 major platforms, including Facebook®, YouTube®, Twitter, Instagram®, as well as adult content sites such as Pornhub and XVideos.

With the exception of Microsoft's Bing® search engine, none of the platforms evaluated by C3P provided users, at the time C3P reviewed them, with content reporting options specific to CSAM directly from posts, within direct messages, or when trying to report a user.



In order to clarify and streamline the process for reporting CSAM, the report presented five recommendations for companies that allow user-generated content on their service:



Create reporting categories specific to child sexual abuse material



Allow reporting of content that is visible without having to create or log into an account



Include CSAM-specific reporting options in easy-to-locate reporting menus



Eliminate mandatory personal information fields in content reporting forms



Ensure reporting functions are consistent across the entire platform

Following its release, C3P was notified by some platforms named in the report that they would be making changes to their reporting functions:



XVideos added a “child pornography” reporting category on all reporting forms and pop ups, and made it possible to report a user without being logged in — two modifications that were recommended in our report.



Facebook also began to offer an “involves a child” option under the “Nudity & Sexual Activity” reporting category; something C3P noted was lacking in some spots on the platform.



The release of the report also opened the door to further conversations with platforms like TikTok®, surrounding how they could make their services safer for children and youth.

To read the full report visit protectchildren.ca/CSAMreview.

“This report is amazing! I am so grateful you all are doing this! I hope this report gives the world a wakeup call. I find it funny how they have reports for all kinds of basic and trivial things, but they do not have options for the most sinister and perverse things going on their platforms... A recurring theme of no CSAM specific options, or forced identification of the individual that stumbled across it... I want to thank you all from the bottom of my heart, this work you are doing will change my life for the better as well as many others. I really hope this information is used and implemented, it needs to be!”

— An email from a survivor regarding the report



Promotion and media response

CBC National reporter Karen Pauls accepted the story under embargo as an exclusive and interviewed C3P Associate Executive Director Signy Arnason, Dr. Hany Farid (the co-developer of Microsoft PhotoDNA®), and a Canadian survivor of CSAM. Along with an online written feature, a three-minute piece ran on CBC's *The World at Six*.

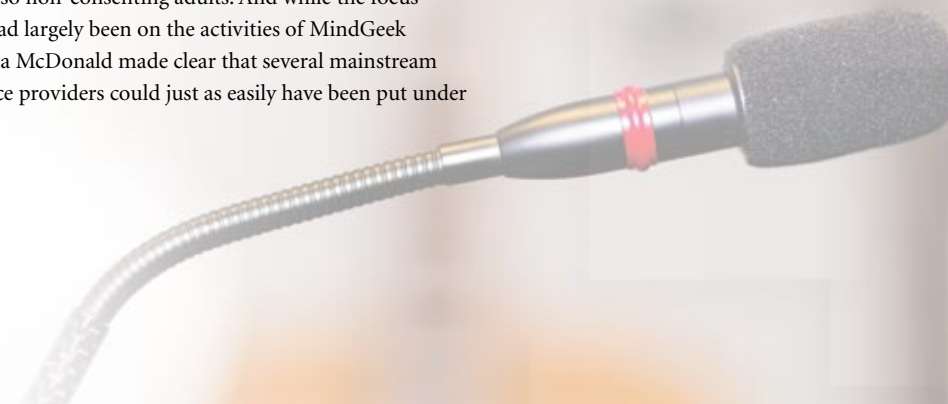
The report was supported on social media with organic and paid posts, culminating in 40,000+ impressions, while the report's page on protectchildren.ca saw more than 1,000 visits in the first three days of its launch.

Testimony in front of the House of Commons Standing Committee on Access to Information, Privacy and Ethics

Following an explosive article in the *New York Times* called, *The Children of Pornhub*, which brought to light how the adult website has profited off the victimization of children and non-consenting adults, the House of Commons Standing Committee on Access to Information, Privacy and Ethics held a multi-week meeting focused on MindGeek, Pornhub's Montreal-based parent company. As part of the proceedings the Committee invited C3P Executive Director Lianna McDonald, and Director of IT, Lloyd Richardson, to provide testimony on the state of safety and privacy for children online.

C3P representatives outlined the many ways a regulatory vacuum and lack of a coordinated response in the digital space is harming not only children, but also non-consenting adults. And while the focus of the Committee had largely been on the activities of MindGeek and Pornhub, Lianna McDonald made clear that several mainstream platforms and service providers could just as easily have been put under the microscope.

C3P, which also submitted a briefing paper as part of the testimony, also recommended to the Committee the creation of a legal framework that would compel electronic service providers (ESPs) to adopt practices including: using readily available tools to prevent the re-uploading of illegal and harmful content; ensuring moderation staff is to scale; keeping detailed records of reports that can be audited; and building in, by design, features that prioritize the safety, privacy, and best interest of children and CSAM survivors.





Twitter Birthday Plea

Some of the survivors we work with have told us about having to spend hundreds of hours self-monitoring and reporting their own CSAM on platforms, including Twitter. In the lead up to and on Twitter's 15th birthday, C3P helped survivors — those who have been exploited on the platform and other social media sites like it — wish the company an unhappy birthday by sharing their experiences of having their CSAM spread online, and the continued trauma they face with every re-Tweet.

Through a powerful video, released online and through a complementing microsite, birthdayplea.com, actors relayed a collective of real survivor experiences—the abuse they suffered and the lengths they've gone to try and get Twitter to remove their CSAM. In order to safeguard their privacy and anonymity, the real survivors did not appear in the video.

While C3P used Twitter's milestone birthday to call out the tech giant for its shortcomings, we were also quick to underscore that CSAM is not just a Twitter problem, or just a social media problem. There is an entire chain of electronic service providers, hosts, sites, and entities that allow this devastating material to be available and spread online. The messaging reflected that now is the time to demand that Twitter and other online platforms do better for survivors and prioritize the removal of CSAM.





Media and promotion



330+ million

By the end of March, the campaign had garnered **330+ million impressions** from more than 128 hits across both traditional and social media.



2,300 times

Driven largely on organic social media, specifically Twitter, the hashtag #TwitterBirthdayPlea had been **used more than 2,300 times**, resulting in **29.8+ million potential impressions**. Notable Twitter mentions about the campaign included posts from Ricky Martin, Mayim Baylik, survivor Eliza Bleu, and *New York Times* columnist Nicholas Kristof, as well as Tweets/re-tweets from international allies, such as the National Society for the Prevention of Cruelty to Children (NSPCC), WeProtect, ECPAT International, and the Oak Foundation.



7.2K views

The campaign also generated over **7.2K video views** on YouTube and **12K on Instagram**, where it saw high engagement (comments, reactions, and post saves).



PROJECT ARACHNID



The lack of content reporting functions specific to CSAM often leaves victims feeling hopeless in their efforts to get their own abusive material removed, and reinforces the importance of Project Arachnid in issuing removal notices across the globe.

Since its launch in 2017, Project Arachnid has detected more than **37.6 million suspect images** and sent **7+ million removal notices²** to content providers. In 2020/21, Project Arachnid continued to be an innovative tool to not only combat the proliferation of CSAM, but provide some relief to survivors who know there is now a way to help break that cycle of abuse. Some of the ways in which C3P, through Project Arachnid, is doing this include:

- Adding Child Focus (Belgium), and Lastekaitse Litt (Estonia) to the growing global team of analysts, bringing the total **number of hotlines to 10**, working to scale up the capacity and impact of Project Arachnid in identifying CSAM.
- Giving industry access to Project Arachnid's harmful-abuse content hash list, which flags online content that doesn't necessarily meet a criminal law threshold but is still harmful to survivors and children by being available.



- Issuing terms of service (TOS) notices to industry in order to request the removal of harmful content. An example includes a known victim of CSAM that is clothed or partially clothed in an image. Since adding this function, Project Arachnid has **issued over 350,000 TOS notices to ESPs.**
- Developing Ocelli, another in-house developed media matching tool, to run against the more than **32.8 million suspect images that has yet to be assessed.** Pilots of the tool have seen promising results, including surfacing images from the backlog which we had not found with other methods.
- Working directly with victims who reported abusive and/or exploitative material to [Cybertip.ca](https://www.cybertip.ca) to assist in getting the material removed from the internet through Project Arachnid.

Model in image and intended as illustrative

SUPPORTING SURVIVORS



In 2020/21, C3P developed a system that assists staff in managing support for CSAM survivors from a multidisciplinary lens and will ensure that all areas of support available are being considered for each survivor. In addition to the work of Project Arachnid in interrupting the distribution of CSAM, the C3P casework team provides survivors and protective parents/guardians with:

- Guidance in locating appropriate therapeutic supports in their community
- Support and advocacy when necessary in navigating systems and accessing financial supports where available
- Assistance with safety planning, which also includes getting online accounts and material that presents a risk to the survivor and/or their family removed from the internet
- Implementing protective supervision plans
- Psycho-education regarding impacts of trauma, healthy relationships and online safety



Since the system's launch in January 2021, the survivor support team has **managed 140+ requests** for support.





Survivor Advocacy Groups

In addition to our work with individual survivors, we work with survivor advocacy groups to effect change that will create a safer world for children:

The Phoenix 11: For over three years C3P has been working with the Phoenix 11, an incredible group of (now adult) female survivors from both Canada and the U.S. who are speaking out to help the world understand the ongoing impacts of CSAM and the need for change. In 2020/21, C3P stood alongside the Phoenix 11 as they strengthened their position as advocates who are giving past and current victims of CSAM a voice and a visible ally:

- o **Statement on anniversary of the Voluntary Principles:** On March 5, 2021, one year after the establishment of the Five-Country Ministerial's (Five Eyes) *Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse (Voluntary Principles)*, the Phoenix 11, with support from C3P, released a poignant statement:



“One year ago, industry pledged to do better, and we are still waiting.”

Following the release of the statement, the *Toronto Star* featured the Phoenix 11’s exact words to underscore the need for accountability from tech, as well as a broader discussion from government about regulation.

Additionally, when C3P participated in roundtable hosted by the UK Home Office, **several government representatives referenced the Phoenix 11’s statement**, and agreed with the group’s messaging that more transparency is required from industry to ensure the Voluntary Principles are being upheld.





The Chicago Males: For just over a year, C3P has been working with this group of (now adult) male survivors to learn about their experiences, and better understand the unique social stigma men face around sexual abuse.

The **group has consulted on and contributed to numerous statements** facilitated by C3P, including a statement to the EU, along with providing invaluable feedback on reports and resources from a survivor's perspective.

C3P is also supporting this group in their development of a preliminary Community Impact Statement to be submitted in cases across Canada, and possibly internationally, to provide a much needed voice for male survivors of online child sexual abuse that has been recorded.



The Aramid Collective: In March 2020, C3P was introduced to a group of survivors who have been self-monitoring their own CSAM online and reporting to platforms/services to get it removed. This group is using their knowledge and collective voice to help advocate for survivors and the urgent need to address the images and videos of sexual abuse that exist on many platforms.

Their **experiences were the main catalyst for the previously-mentioned CSAM reporting review**; they brought the burden of what survivors have to carry to the forefront. In a similar vein, many of their **experiences particularly with Twitter**, gave C3P the push to address this particular platform in a public awareness campaign.



Mothers of Child Sexual Abuse Material Survivors: C3P continues to work with a group of mothers whose children's sexual abuse was recorded and distributed online to learn about the hardships families of survivors endure, years after the hands-on abuse has ended. Their **insight is crucial to guiding the development of support resources for families** who are often at a loss about what to do and how to help their child(ren).



Facilitating Victim and Community Impact Statements

Since 2016, C3P has been assisting identified CSAM survivors, or their parents/guardians as the case may be, with recording victim impact statements (VISs), as well as preparing community impact statements (CISs) on behalf of discrete communities, such as victims of CSAM, victims of luring, victims of voyeurism, and victims of non-consensual distribution of intimate images, all to be submitted for filing in Canadian sentencing proceedings.

In 2020/21, **C3P filed at least one VIS and/or CIS in 30 different sentencing** proceedings spanning Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Quebec, Saskatchewan, and the Northwest Territories. Since January 2021, there has been a significant increase in requests and **it is expected that the number of filings will more than double in the next fiscal year.**



Other VIS/CIS highlights in 2020/21 include:



A customized CIS and other materials prepared by C3P were used in the sentencing stage of what is believed to be the **first-ever prosecution of a company** (YesUp Ecommerce Solutions Inc.) under Canada's child pornography provisions and the first-ever prosecution of individuals under Canada's federal mandatory reporting legislation.



C3P **filed a CIS in Alberta for the first time**, in a case involving 11 identified victims of CSAM. The offender's collection of CSAM was described by investigators at the time as the largest collection of child pornography videos and the second largest collection of child pornography images ever seized in Alberta.



C3P **filed a VIS in a dangerous offender proceeding** in Quebec, a special form of sentencing reserved for offenders who pose a serious risk to society. The impacts expressed in this VIS assisted the court in reaching the conclusion that the offender's distribution of CSAM constituted a "serious personal injury offence."



A CIS filed by C3P was **cited by an appellate court for the first time** (*R v SCC*, 2021 MBCA 1).



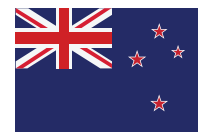


GLOBAL INITIATIVES



In recent years, C3P's efforts to reduce the availability of CSAM through Project Arachnid, and to support survivors has garnered international attention and interest. This has resulted in increasing demand for our programs and services. Some highlights of our global areas of work in 2020/21 include:

Voluntary Principles — One Year Later: On March 29, 2021, C3P Executive Director Lianna McDonald participated in a call with the Five-Country Ministerial and senior executives from industry to follow up on the one-year anniversary of the launch of the Voluntary Principles. She shared what our agency had witnessed in rapidly rising child sexual exploitation reports and our direct contact with survivors over the past 12 months. She also shared the Phoenix 11's statement, who told the group they were disheartened by the lack of progress they witnessed since the 2020 event in Washington where the Voluntary Principles were launched. Both during and after the call we heard that the Phoenix 11 statement was very well received and that C3P's data is helping move this issue forward.





Statement on end-to-end encryption: In October 2020, C3P supported the UK Home Office's International Statement regarding end-to-end encryption which called on tech companies to ensure they are giving due consideration to the online safety of children when implementing such measures.

- o **Working with other NGOs:** C3P is regularly in discussions with entities such as the NSPCC, WeProtect, and other international organizations currently involved in some capacity with Project Arachnid to advance the protection and safety of children online.
- o **International Foundation Support:** Recognizing the global reach of our work, C3P has received support from international foundations such as the Oak Foundation, the Children's Investment Fund Foundation (CIFF), and End Violence Against Children.
- o **Sharing Education/Resources with International Agencies:** In 2020-21, C3P entered into three signed agreements with international agencies wishing to utilize C3P prevention resources, and requests to work with us/utilize our resources are coming in regularly.

- o **Global VIS and CIS work:** In the past two years C3P has shared extensive information with government officials in the UK, New Zealand, and Australia to help them understand how the VISs and CISs submitted by C3P are being used in Canadian sentencing proceedings. C3P shared background information and the CIS it has prepared on behalf of victims of CSAM with the Carly Ryan Foundation, an organization based in Australia, which then led efforts in Australia to prepare a CIS that could be used there. The statement they developed has now been filed in a legal proceeding in Australia. Since April 2020, C3P has also facilitated the viewing of select VISs by U.S. Senators who were considering legislation to address section 230 of the *Communications Decency Act*.



**REPORT & REDUCE:
CYBERTIP.CA**

Cybertip.ca is Canada's tipline for reporting child sexual abuse and exploitation on the internet, as well as providing other intervention, prevention, and education services to the Canadian public.



A Glimpse at Cybertip.ca's 2020-21 Results



1.5+ million Cybertip.ca reports processed in conjunction with Project Arachnid



233,000 unique suspect images per month were detected by Project Arachnid



99% of the child sexual exploitation (CSE) reports processed were forwarded to one, or a combination of law enforcement agencies (LEAs), child welfare agencies, and/or international member hotlines, or a notice was sent to an electronic service provider.



2.2+ million images vetted by Cybertip.ca analysts



1.6+ million notices were issued to electronic service providers in relation to CSAM detected on their service.



544,000+ website page views on Cybertip.ca and its related sites.



Reporting Makes a Difference: Cybertip.ca success story

Since the inception of Cybertip.ca, hundreds of children have been removed from abusive environments, and countless children both within Canada and abroad have been protected as a result of public reporting. Between April 2020 and March 2021, Cybertip.ca was made aware of **17 arrests** executed in association with a Cybertip.ca report, which in turn resulted in at least **12 children being removed** from abusive environments. A sample of this includes:

In June 2019, Cybertip.ca received a report of an adult male alleged to be luring a youth outside of Canada. The report was processed and forwarded to Canada's National Child Exploitation Crime Centre (NCECC) and the London Police Service. Both London Police and the NCECC also received separate reports related to other children allegedly being victimized by the same male. An investigation was initiated by London Police, which resulted in the identification of four underage victims. The male was arrested in August 2020, and charged with numerous criminal offences. (x3). The case is currently before the courts.



Working with Law Enforcement Agencies³

Law enforcement agencies (LEAs) are vital to Cybertip.ca's work and ability to provide services to children and families. Cybertip.ca has built strong connections with LEAs, secured formalized protocol agreements, increased regular communications, and worked to ensure C3P resources are readily accessible and promoted to the policing community throughout Canada. This year's highlights include:



Six protocols were signed in 2020/21, bringing the total number of formal arrangements with law enforcement to **35 with a total of 32 police agencies**.



1,160+ Canadian officers took the Commit to Kids® online training and were given access to C3P's Expert Interview Series.



11 facilitated Zoom presentations or training took place with C3P's Police Liaison.



155, 200+ education and prevention print resources were provided to Canadian LEAs, while **more than 640 accounts** were issued for online prevention resources including online safety lessons for youth and a presentation for parents, as well as child sexual abuse prevention lessons.

A photograph of a classroom with a student in the foreground raising their hand. The scene is dimly lit with a blue tint. A teacher is visible at the front of the room near a whiteboard. Other students are seated at desks in the background.

EDUCATION AND PREVENTION AT A GLANCE: 2020-21 HIGHLIGHTS



- o **More than 332,000 pieces** of education and prevention print material was distributed across Canada, while digital resource highlights include:
 - » **55,600+** Kids in the Know® (KIK) digital lesson accounts were provided to educators across the country
 - » **10,500+** educators were provided access to the digital grade 3 to 8 online safety lessons
 - » **11,600+** educators were provided access to the digital child sexual abuse prevention lessons
- o **18,000+** educators, parents/guardians, childcare workers, post-secondary students, sport professionals, and the public were reached with through webinars hosted by C3P education staff.
- o **87,700+** users were given access to the Commit to Kids — Child Sexual Abuse Prevention Training for those Working with Children, Commit to Kids for Coaches, and Commit to Kids: An Introduction to Safeguarding Children from Sexual Abuse.
- o Post-secondary expansion: The University of Manitoba, Université de Saint-Boniface, and University of Windsor’s Faculties of Education are ensuring all education candidates have access to current child sexual abuse training with accounts purchased for **700+ graduates**.





In addition, a number of universities and colleges across the country are including the training as mandatory and supplementary learning.

- Sport expansion and ongoing support: **2,475 training accounts** were issued to sport organizations along with over 30 C2K full program kits
- Child-serving expansion and ongoing support: Association des Scouts du Canada purchased **1,020 C2K training accounts**, while **2,500** were issued to 4-H Canada.
- Faith Based expansion and ongoing support: More than **650+** accounts for child sexual abuse awareness or prevention training was issued to faith-based organizations.

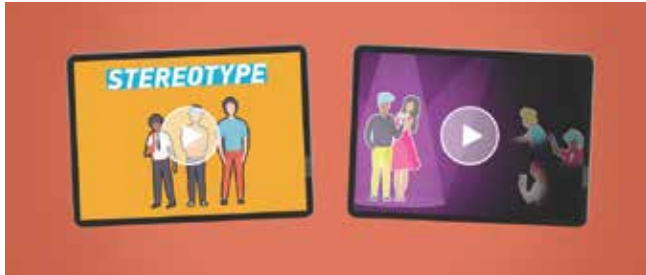


New Resources

Zoom and Digital Presentations: Even before the pandemic shut down travel and in-person presentations, need for online professional development has exploded. As such C3P has continued to develop new facilitated presentations for educators surrounding digital learning environments. For educators and schools, the training covers trends in online child exploitation, particularly those seen through [Cybertip.ca](https://www.cybertip.ca) during the pandemic, professional boundaries when working with children online, and developing policies and procedures to better safeguard children both in school and in online education settings.

Schools also reached out to C3P for help in supporting parents with online safety information. To meet this need C3P developed a new online safety presentation for families.





Kids in the Know: Grade 9 & 10 Healthy Relationships

Relationships: In 2020, C3P launched a new grade 9/10 digital lesson plan and video series to facilitate important conversations and empower students with information to help them make healthy choices in difficult situations. The videos cover topics such as boundaries, sexual consent, stereotypes, and healthy versus unhealthy behaviours in relationships, while the outcomes of the lessons will equip youth with critical thinking skills to reduce their risk of victimization.

More than 66,300 educators have been given access to the lessons and videos since their release.

Expert Video Series Expansion: A new category in C3P's highly popular Expert Video Series — Experiences Shared was added. The section features firsthand accounts from survivors who not only bravely share their stories, but provide further insights in the impacts of child sexual abuse, what supports worked and didn't work as part of their recovery, and how adults can better safeguard children in their care.



Zoe & Molly Online goes online: As many schools continued to operate in a hybrid model of in-class and online learning, C3P worked to create and modernize our education resources for a digital format. With the wild success of adapting our storybooks to read-along videos, C3P created new digital versions of both the Zoe & Molly Online: Stuck in a Weird Spot (Grade 3), and Zoe & Molly Online with Internet Activities (Grade 4) comics. Since their release, the read-along video comics have been viewed on C3P's website **more than 10,000+ times**.



PUBLIC AWARENESS



IS THERE A SEXUAL IMAGE
OF YOU ONLINE AND YOU
DON'T KNOW WHAT TO DO?

We are here to help.
cybertip.ca SUPPORTED BY
Manitoba

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Raising public awareness is essential to making an impact on protecting Canadian children and supporting families. Some of this year's campaigns included:

Online Safety Starts with Conversations:

This collaborative campaign with Tracia's Trust, supported with Manitoba Government funding, urged families to talk with their tweens and teens about the risks of online activities such as live streaming, online gaming and live chatting.



We Are Here to Help: When youth are faced with an intimate image or video being spread online, it can feel like they are all alone. With this campaign, Cybertip.ca reminded teens and young adults the tipline is here to help with regaining control and removal of the content.

During the campaign, the [Cybertip.ca/intimateimages](https://www.cybertip.ca/intimateimages) page, which outlines the steps youth can take if their content has been shared, saw more than **16,700 page views** in just under four weeks.⁴

Increase in Exploitation: Over the past year, Cybertip.ca saw a sharp rise in reports to the tipline surrounding online child exploitation, mainly due to the pandemic. This campaign not only drew the public's attention to this alarming increase, but also urged them to report concerning images or videos of minors to Cybertip.ca.

As a result the Cybertip.ca report page saw almost **14,000 page views, a 168% increase** over the previous period.⁵



⁴ March 4-31, 2021

⁵ March 3-31, 2021, over February 3-March 2, 2021.



COMMITMENT TO PROTECTION: PARTNERS AND SUPPORTERS



Founding Partners

We would like to extend our utmost appreciation to our founding partners for their unique contributions to the protection of Canadian children.

Bell



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Shaw)

Major Contributors

Our work would not be possible without support from the private and public sector. We thank all of the organizations we work with day in and day out and acknowledge their commitment to making the protection and safety of children a priority.



Additional Supporters



Government Allies



**Government
of Canada**

**Gouvernement
du Canada**

The generous support from the Government of Canada helps C3P raise awareness of our programs and services. Public Safety Canada's steadfast support of Cybertip.ca under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* is essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Coordination Centre (NCECC).



C3P also receives support from the Government of Manitoba and is a designated agency in the Province to receive reports under *The Child and Family Services Act* (Manitoba) and its regulations, as well as to receive requests for assistance and provide supports pursuant to *The Intimate Image Protection Act* (Manitoba).



Home Office

Recent enhancements to C3P's Project Arachnid initiative have been supported, in part, by the Secretary of State for the Home Department in the United Kingdom. The goal of Project Arachnid is to work in collaboration on a global scale to reduce the availability of CSAM.

A young boy with glasses is sitting at a desk, reading a book. The room is dimly lit, with light coming from large windows in the background. The text "FINANCIAL STATEMENTS" is overlaid on the image in white, bold, uppercase letters. A white L-shaped bracket is positioned to the left of the text.

FINANCIAL STATEMENTS



95 cents of every dollar spent in 2020-2021 went towards the delivery of programs and services to protect children

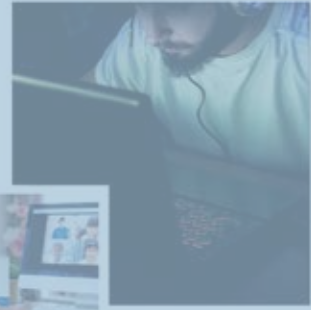
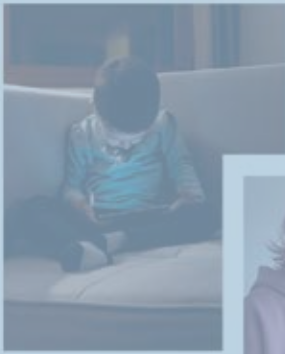
77% — Support and Intervention Services for Children/Families

18% — Awareness, Education, and Prevention Services

5% — Administration



12 Months Ending	March 31, 2021	March 31, 2020
ASSETS		
Current Assets	1,715,753	1,513,748
Capital Assets	74,530	101,288
	1,790,283	1,615,036
LIABILITIES		
Current Liabilities	357,072	246,694
Deferred Contributions	336,034	314,627
Deferred Capital Contributions	74,530	101,288
	767,636	662,609
NET ASSETS	1,022,647	952,427
	1,790,283	1,615,036
REVENUE		
Contributions	3,836,640	3,840,101
Sponsorships	872,039	842,214
Products & Services	470,906	401,412
Grants	88,704	172,731
Donations	197,072	221,122
Other Income	19,696	11,524
	5,485,057	5,489,104
EXPENSES		
Programs	5,127,618	5,164,531
Administration	260,461	246,685
Amortization	26,758	17,929
	5,414,837	5,429,145
EXCESS OF REVENUE OVER EXPENDITURES	70,220	59,959



CANADIAN CENTRE *for* **CHILD PROTECTION**[®]
Helping families. Protecting children.

