



### MESSAGE FROM OUR CEO, JANET CAMPBELL

Dear Friends and Supporters,

As I look back over the past several months, I am happy to share several highlights about our work. It wouldn't have been possible without you!

The annual **Joy in Action** event was held virtually this year from August 14 to 22 and it was one of our most successful events to date with over 125 participants running, walking, and biking from coast to coast to coast in support of our programs. Thanks to the enthusiastic athletes and supporters, we exceeded our goal of raising \$60,000! I extend heartfelt thanks for your support of this event!

October 28 marked a new era in the fight against human trafficking with the opening of the [National Human Trafficking Education Centre](#). Knowledge is our greatest weapon. The more that's known and understood about human trafficking, the more can be done towards preventing and intervening in meaningful ways.

The new Centre will do much to improve knowledge around this issue. I am proud of the tireless work of our staff and volunteers, and for the incredible commitment of our supporters to make the Centre a reality. We could not have done it without YOUR support. And every Canadian now has access to the resources available [here](#).

I wish to thank our special guests, **Paul Brandt, Sheldon Kennedy, Robb Nash, Gail Asper, Brian McConaghy, Steve Bell, Chief Ron Evans,**

**Paul Boge, Honourable Peter MacKay, Diane Redsky, survivors, police officers, community leaders,** and the hundreds of viewers who logged in to celebrate with us.

If you missed the launch event, I encourage you to [watch it now at https://joysmithfoundation.com/launch-event/](https://joysmithfoundation.com/launch-event/) It was a powerful experience to hear the words of encouragement and learn from survivors, police officers and others who know the issue all too well.

I'm happy to announce that we'll be delivering Christmas baskets again this year to human trafficking survivors. It was such a heart-warming success last season with so many generous partners and donors stepping up to make the holidays extra special for the deserving survivors and their families.

If you'd like to sponsor a basket, please make a financial donation. We would love to hear from you. Please watch our website for more details or email [info@joysmithfoundation.com](mailto:info@joysmithfoundation.com)

*Janet Campbell*

**Janet Campbell**  
CEO, Joy Smith Foundation

***When you work with survivors and their families, it drives us to get in front of the issue and work on the prevention piece because there are so many people that shouldn't have gone through their experience. We just have to work on getting that information and education out there.***

*– Janet Campbell, President and CEO,  
Joy Smith Foundation*



## MESSAGE FROM OUR FOUNDER JOY SMITH

Dear Friends and Supporters,

I can't help but reflect on what a monumental year 2021 is for the Joy Smith Foundation!

We elected our new CEO, Janet Campbell, whose impressive business background and a fulsome knowledge of the issue of human trafficking will foster and grow awareness of our cause.

We proudly launched the National Human Trafficking Education Centre on October 28. The online event was a huge success with hundreds joining us - including our celebrity guests, community leaders and survivors. Many of our distinguished guests said that the opening of the Centre is a "game-changer" in Canada.

Now more parents, teachers, students, community leaders, law enforcement, and concerned citizens can access information to prevent human trafficking. Our Intervention programs are now available to the survivors of trafficking who very much need our support to restore their lives.

Know that **you**, our valued friends and supporters, are integral in the ongoing efforts to eradicate human trafficking in Canada. Your support continues to make a huge difference in so many lives.

**We could never make the impact we do without you. Thank you for linking arms with the Joy Smith Foundation and offering your support of this important work!**

We believe education is our greatest weapon against the horrendous crime of human trafficking. With the opening of the National Human Trafficking Education Centre, we are expanding our reach, touching more lives and staying true to our motto, "Working together, we can end human trafficking."

Thank you for your caring and faithful support. It is so appreciated.

Kindest Regards,

**Joy Smith B.Ed, M.Ed, O.M.  
Former Member of Parliament  
Founder of the Joy Smith Foundation**

***We can stop human trafficking in Canada. It is possible in our lifetime. It takes a Nation to stop human trafficking and this is how we are getting our Nation to be equipped with the tools they need to stop human trafficking.***

*- Joy Smith*



The support we received for this year's event was amazing! We had over 125 participants working together to make Joy in Action a success!

Thank you to all participants and donors! Together, we educated more people across Canada about human trafficking, surpassed our fundraising goal of \$60,000 to help victims of human trafficking through our Intervention and Prevention Programs, and had fun getting active together to raise awareness for this critically important cause.

**We had so much fun with the Joy in Action Community this year!**



**We hope you will join us again next year!**

## DONOR SPOTLIGHTS



### ONE PERSON TAKING ACTION CAN MAKE A DIFFERENCE.

We want to share the story of this inspiring young man, William Beardsall.

William attended a presentation to his grade 7 class by our founder, Joy Smith. He was so inspired that he decided to put on a garage sale and raise money to help end human trafficking.

"I think it's important because human trafficking is a great problem even in first world countries today and it needs to be taken care of," said William.

We want to sincerely thank William for his tremendous leadership! You are helping so many people by raising funds and awareness about this important issue.

## TRACEY'S INSPIRATIONAL STORY

I came across the Joy Smith Foundation when I was looking for a foundation to volunteer for that was creating awareness of human trafficking. Immediately after contacting the foundation, I signed up for the "Joy in Action" fundraiser. Along with my friends, we formed a team. Our original plan to have a social gathering fundraiser evolved into selling tickets to Raffle off generously donated gift baskets. I was shocked that the vast majority of the people I spoke to had little to

### The Jewish Foundation of Manitoba

Thank you to the Jewish Foundation of Manitoba and its members for your generous support!



JEWISH FOUNDATION  
OF MANITOBA



### STAN WIEBE, EXTRAORDINARY STORY OF INSPIRATION!

Stan Wiebe was unable to participate in the "Joy In Action" event this year at the time it was held. He had other commitments. That did not stop him! He went above and beyond and raised \$7225 after the event was over to help the victims of human trafficking. Stan spent almost 12 hours biking over a 5 day period and covered 257.5 kms to raise funds and awareness! He is an inspiration to us all!

A special thank you, Stan, for your dedication to help those who are often forgotten.



**Tracey Trottier, Baking and Pastry Arts teacher at Louis Riel Arts and Technology Centre.**

no awareness of the degree of human trafficking in our country. This propelled me to want to bring it into the school to share with staff and students. As a mother and a teacher, I want to do everything in my power to continue to educate people about this terrible crime happening all around us with our youth.

**Thanks, Tracey**

## HOW WE ARE IMPACTING LIVES

After hearing the presentation from The Joy Smith Foundation about how traffickers lure the young, several of my students came forward. I was able to help, and tragedies were diverted. I am an educator, and it's so true, education is our greatest weapon.

**GRADE 9 TEACHER**

I thought my life had ended. My boyfriend turned into a monster after I ran away with him. I lived in terror for my life. He sold me for sex to disgusting men. The help I received from The Joy Smith Foundation saved my life. My family took me back, and now we all understand more about becoming a family again.

**SURVIVOR, AGE 18**

I am so thankful The Joy Smith Foundation was there when I needed it. I attended a presentation five years ago on human trafficking and when my daughter started dating this guy, I was concerned. We got guidance from The Joy Smith Foundation. It turned out the guy didn't even give my daughter his real name and he was connected to a gang. She broke the relationship off. I am so thankful! Without the help of The Joy Smith Foundation, our daughter's life could have been changed forever by this trafficker.

**A MOTHER OF A 16-YEAR-OLD DAUGHTER**



**JOIN US IN THE FIGHT TO COMBAT  
HUMAN TRAFFICKING**

**DONATE TODAY AT  
[joysmithfoundation.com](http://joysmithfoundation.com)**

**OR BY CHEQUE TO  
Joy Smith Foundation Inc.  
D-2141 Henderson Hwy  
Winnipeg, Mb.  
R2G 1P8**

**YOU CAN MAKE A DIFFERENCE  
IN SO MANY LIVES**



**@TheJoySmith  
Foundation**



**@JoySmith  
Fdn**



**@JoySmith  
Foundation**

**204-691-2455  
[info@joysmithfoundation.com](mailto:info@joysmithfoundation.com)**

*THE JOY SMITH FOUNDATION IS A REGISTERED CHARITY  
2021 © Joy Smith Foundation*