



SA JUSTICE

CANADA & BERMUDA
MODERN SLAVERY AND
HUMAN TRAFFICKING RESPONSE



Impact Report 2024



FIGHT FOR FREEDOM

LETTER OF GRATITUDE

Dear Partners in Justice,

In 2024, our commitment and desire to end modern slavery and human trafficking (MSHT) in Canada and Bermuda deepened and found new expressions. It was a year of meaningful impact, new opportunities and immense expansion.

As the Territorial Modern Slavery and Human Trafficking Response (MSHTR) Committee completed their fourth year of engaging in our Fight For Freedom strategy and priorities, we focused on transformation and developing an integrated approach in our work. This meant embracing humility, engaging in collective remembrance and intentionally placing our eyes on God and his goodness while walking and working through the challenges and complexities of what we do. It has been an amazing journey of learning, celebrating, adapting, pressing in and focusing.

Our 2024 MSHTR Impact Report highlights the progress we have achieved in year four of our strategic plan. We celebrate this progress and give thanks to God for allowing us to partner with him in our work, as he leads, guides and focuses our efforts.

We cannot express enough our respect and appreciation for all MSHTR front-line workers, leaders with lived experience, partners and people stepping out of their comfort zone to learn. Each of you are freedom fighters, agents of change and an essential part of the solution. We honour you!

With sincere gratitude,

**The Territorial MSHTR Committee,
Canada and Bermuda**



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ATLANTIC DIVISION

Discutons Ensemble, Montreal

The **Discutons Ensemble** project, supported by a Salvation Army innovation grant, is transforming the fight against sexual violence and exploitation in Quebec. By raising awareness, strengthening support systems and building resilience, this initiative is creating meaningful and lasting change in communities across the region. Translated into English as “Let’s Talk About It,” Discutons Ensemble fosters open conversations and empowers individuals to take action against exploitation.

In 2024, the initiative continued to expand its impact:

Empowering Communities and Raising Awareness

- More than 300 participants—including youth, parents, educators and community leaders—engaged in interactive workshops to develop critical skills for recognizing, preventing and responding to sexual exploitation.
- Real-time interventions directly protected individuals from exploitation, reinforcing the immediate impact of this initiative.

Expanding Partnerships and Systemic Change

- The initiative fostered collaboration with five key partners, including the Montreal Police, child protection services and advocacy centres, to strengthen safety networks.
- It gained the attention of two major Montreal school boards, paving the way for future workshops in educational settings.
- Institutional policies were directly influenced, leading to updated reporting protocols and supporting at least one known case of sexual exploitation, demonstrating a tangible impact on safeguarding individuals.

Tangible Reach and Lasting Influence

- A total of 14 workshops were delivered in schools, community centres and churches, equipping participants with practical tools and knowledge.
- More than 500 bilingual guides and infographics were distributed, providing communities with lasting resources to help identify and prevent violence.

Since its launch, Discutons Ensemble has proven to be more than just an awareness campaign—it’s a life-changing movement that continues to protect, educate and strengthen Quebec communities.



BRITISH COLUMBIA DIVISION

Illuminate

Illuminate is a transformative initiative committed to breaking the cycle of human trafficking through education, intervention and survivor-centred support. With a trauma-informed approach, it provides safe housing, employment training, mental-health care and survivor-led initiatives, empowering individuals to reclaim their lives. **Illuminate** also works to strengthen communities, advocate for systemic change and deliver holistic aftercare—ensuring survivors regain hope, stability and independence.

In 2024, we witnessed incredible success in the life of a survivor we have journeyed with for nearly four years. As a victim of labour trafficking, she worked diligently to regain hope in humanity. This year, she experienced a new sense of freedom after winning a court case against her exploiter. She dedicated herself to growth from the beginning, determined to live as a survivor. After completing the Deborah's Gate live-in program, she was able to access **Illuminate's** housing subsidy program and has continued to receive supportive aftercare in the community. This survivor also accessed funding for education, where she not only completed but excelled in her studies, and we were overjoyed to join her on her graduation day this year.

She is a beacon of hope and an example of resilience. Now an advocate against labour trafficking and exploitation, she is using her voice to create change in her community and recently contributed to survivor-informed research on the realities of human trafficking in Canada. Stories like hers reflect the heart of **Illuminate's** mission—ensuring survivors not only heal but thrive as leaders, educators and advocates for change.



TERRITORIAL MSHTR COMMITTEE

GoodWorks@Work Campaign, National Recycling Operations

The Salvation Army's National Recycling Operations (NRO) partnered with the Territorial MSHTR Committee for its annual GoodWorks@Work Campaign, running from February 22 to March 23, 2024. This year's campaign was a resounding success, raising nearly \$107,000 across 95 thrift stores—exceeding the \$80,000 goal by over 30 percent and engaging more than 38,400 donors nationwide.

These funds provided crucial support to six key initiatives that deliver essential services to survivors. Among them are Sarah's Place in Winnipeg; Illuminate in the British Columbia Division; Woven Empowerment Program in Toronto; Correctional and Justice Services in London, Ont.; Correctional and Justice Services (Sex Buyer Accountability Program) in Winnipeg; and the Shine Resource Initiative. The Shine Initiative, in particular, is developing a prevention tool for children ages 7-10 and their caregivers to educate and empower them against human trafficking, exploitation and abuse.

Beyond financial support, the campaign's impact extended to providing emergency housing and relocation assistance, distributing crisis kits for women leaving trafficking situations, and offering educational opportunities focused on substance use recovery, trauma-informed care, and healing retreats for survivors as they rebuild their lives.

In recognition of MSHT Awareness Month, NRO hosted a nationwide webinar on January 24, 2024, with 108 attendees, including administrative staff, managers and regional directors. The session explored why fundraising for MSHT prevention is critical, highlighting real-life connections between supporting survivors in Canada and the role of NRO thrift stores. The discussion also emphasized the importance of trauma-informed care and provided guidance on how NRO staff can respond when encountering potential victims of modern slavery and human trafficking.

The overwhelming success of this year's campaign is a testament to the power of community, awareness and action in combating human trafficking and exploitation. Through the dedication of NRO employees, donors and partners, we continue to drive meaningful change, ensuring survivors receive the care and resources they need to rebuild their lives with dignity and hope.



KEY AREA #1:

Raising Awareness. Educating People.

We believe that effective and intentional awareness, education and training is needed to mobilize people in Canada and Bermuda to end MSHT.

IN 2024:



- **930 people** throughout the territory attended **31 community events*** to raise awareness about MSHT
- **302 people** enrolled in our online, self-paced Introduction to MSHT Certificate while **270 have completed** it since we launched in 2022
- **605 people** attended **18** workshops and webinars on specific MSHT topics
- **218 employees** and officers were provided training in MSHT

EDUCATING AND RESOURCING

We want all Salvation Army personnel to be aware of and to recognize MSHT signs, risk factors and methods of recruitment while having a basic understanding of the needs of survivors.

These short videos have been developed to help educate, inform and spread awareness:



Signs

Highlights common signs that could indicate a person is being impacted by MSHT.



Risk Factors

Risk factors that could increase the potential of a person or community to be trafficked or exploited.



Grooming

Shines a light on the grooming process often used in MSHT situations.



*Community events included: teaching about signs, risk factors, and methods of recruitment; sex, labour, child trafficking, and early and forced marriages; trauma-informed care; our Fight For Freedom strategy and MSHT response work.

PRAIRIES AND NORTHERN TERRITORIES DIVISION

Prairies and Northern Territories Division - With the expansion of divisional boundaries to include the three northern territories, northwest Ontario, Manitoba, Saskatchewan and Alberta, The Salvation Army has strengthened its connectivity and collaboration in responding to MSHT. This expansion has created new opportunities for awareness, education and front-line engagement in the fight against exploitation.

There have been measurable impacts throughout the division:

Alberta

Salvation Army personnel joined the Alberta Provincial Human Trafficking Network and continue to foster strong interprovincial collaborations with organizations and agencies against exploitation specific to MSHT. This year in Alberta, a primary focus continues to be furthering connections and equipping front-line ministries to enhance their response capabilities against MSHT.

Saskatchewan

A series of 10 town hall presentations launched in early 2024 that were hosted in partnership between the Salvation Army Saskatchewan MSHT response facilitator and local Salvation Army ministries, along with both governmental and non-governmental organizations. These 10 presentations engaged more than 400 attendees, sparking essential conversations in communities across the province. This initiative will continue into the next year, with additional community outreach and follow-up events being requested by attendees and agencies that attended the presentations.

Additionally, The Salvation Army's second annual Saskatchewan Hospitality Summit on Human Trafficking took place October 21-23, 2024, building on the success of the 2023 inaugural event and furthering crucial relationships and strategic collaborations in the fight against human trafficking. There were 172 in attendance over the course of the summit, with many representing businesses in the hospitality industry.

Manitoba

A specific area of focus in the Winnipeg area has been sharing with people who are new to Canada about MSHT, resources and services on responding. On July 26, Correctional and Justice Services in Winnipeg presented to a group of 75 people who recently arrived in Canada about the risks, signs and methods of MSHT and how everyone can work together to stop exploitation. This was a collaboration with MANSO – Manitoba Association of Newcomer Serving Organizations with plans for regular presentations underway.

On October 30, 2024, The Salvation Army assisted in co-hosting a full-day workshop on demand reduction to services and agencies assisting those new to Canada to increase their awareness of MSHT



Find all our videos
and more MSHT resources here:
salvationist.ca/human-trafficking/resources

KEY AREA #2:

Preventing MSHT. Engaging in Outreach.

The Salvation Army believes that MSHT prevention is possible and is uniquely positioned across Canada and Bermuda to drive meaningful change.

In 2024, we provided **4,821 instances of outreach support** through case management meetings, accompaniment to services, access to support networks, and court proceedings. Additionally, **421 individuals** with lived experience received these essential services, reinforcing our commitment to empowering and protecting survivors.

PREVENTION OF THE DEMAND

The Salvation Army's sex buyer accountability programs (SBAP) in Winnipeg and London (Ontario), are community-based alternative measures programs offered to those who have been arrested as purchasers of sex. These full-day programs seek to educate sex buyers on the realities of prostitution and human trafficking. The goal is to provide accountability and education while addressing the demand for paid sex as a means of preventing and abolishing the sexual exploitation and sex trafficking of women and children.

What Are They and How Do They Help?

These programs seek to hold sex buyers accountable while educating them on the lasting harm caused to women experiencing prostitution, sex trafficking and/or sexual exploitation. As part of the program, participants learn about gender socialization and the inequalities that exist between men and women in the world, where women are commodified and objectified in various contexts (in pornography, prostitution and mainstream media, for example).

These classes provide a space for women who have experienced sex trafficking and exploitation to tell the realities of the sex trade and the harm it causes. Hearing from women harmed by sex trafficking and exploitation has helped participants understand the part they've played in perpetuating this harm, while gaining insight into the inherent dignity and worth of survivors. SBAP help create changes in behaviour, thinking and decision-making that can be passed on to their sons, with an impact that reverberates for generations.

Demand Reduction in Action

Significant efforts were made in demand reduction strategies against sex trafficking and exploitation. Personnel from across the division and beyond attended and supported the "Prosecuting Demand: Deterring Sex Buying and Exploitation" conference in March 2024 in Winnipeg. This first-of-its-kind national gathering, hosted by Ma Mawi Wi Chi Itata Centre, brought together key stakeholders and law enforcement to strengthen cross-sector collaborations in addressing exploitation at the national level.

IMPACT IN NUMBERS

Winnipeg Sex Buyer Accountability Program *(April–December 2024)*

Referrals: **102**
Completed Successfully: **83**
Did Not Complete: **3**
Ongoing Cases: **16**



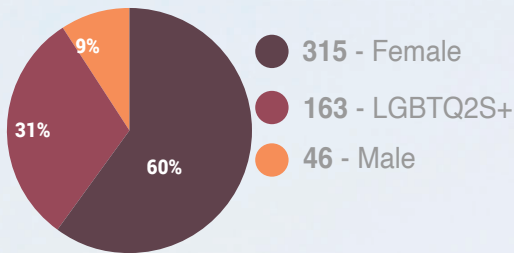
KEY AREA #3:

Supporting Survivors. Responding Holistically.

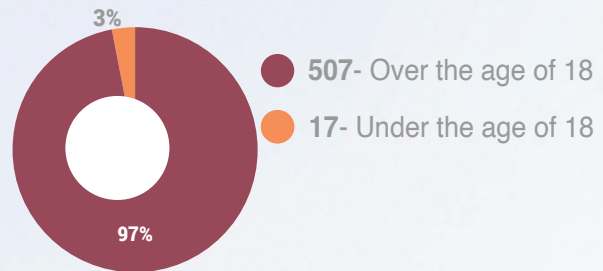
Once survivors of MSHT have exited months or years of victimization, they need diverse and holistic services that recognize the unique trauma they have experienced as they work to rebuild their lives.

- **524 survivors** supported and served through our four MSHT focused ministry units
- **73 survivors** helped to exit their human trafficking situation

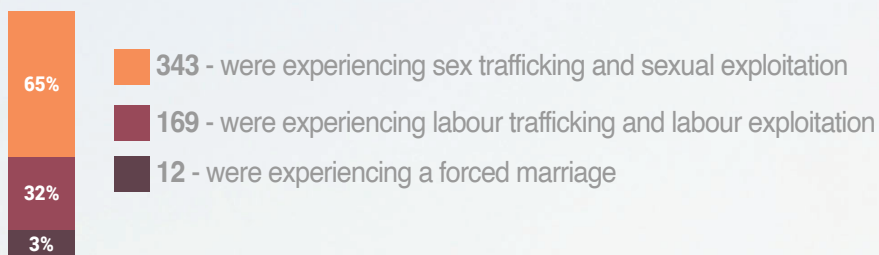
GENDER DISTRIBUTION



AGE DISTRIBUTION



MSHT SURVIVORS SUPPORTED BY THE SALVATION ARMY IN 2024:



The Salvation Army supported individuals with lived experience across Canada in the following ways:

Safety and Emergency Support

- **604** safety plans created with victims
- **299** victims and survivors received crisis support interventions
- **329** emergency and hygiene kits handed out to victims and survivors

Housing

- **4,813** nights of housing provided to survivors

Holistic Support

- **285** survivors engaged in life skills training
- **95** survivors received legal support
- **58** survivors engaged in ongoing trauma counselling
- **44** survivors participated in employment training

KEY AREA #4:

Partnering with Others. Advocating for Change

The Salvation Army recognizes that real, long-lasting change in the fight against MSHT cannot be achieved alone. Collaboration with organizations, governments and community partners is essential in raising awareness, supporting survivors and advocating for systemic change.

In 2024, The Salvation Army engaged in **55 internal and external partnerships**, collaborating to support survivors through collective programming and projects, provide education and awareness via classes and webinars, advance prevention efforts and referrals, address demand reduction strategies and strengthen advocacy initiatives.

Additionally, our personnel actively participated in **13 local and national MSHT task forces and coalitions**, reinforcing our commitment to a co-ordinated, multi-sector response.

In 2024, we contributed to **two groundbreaking research projects**, combining technology and survivor-informed strategies to strengthen anti-trafficking efforts. The AI and Human Trafficking project developed AI tools to detect online evidence of exploitation and identify digital indicators of human trafficking. The second initiative was Survivor-Led Research, which advanced early intervention strategies for labour and sex trafficking, ensuring that survivor experiences play a central role in shaping future prevention efforts.

GOVERNMENT RELATIONS AND ADVOCACY – TERRITORIAL MSHTR COMMITTEE

Our Territorial MSHTR Committee played a key role in advocacy at the provincial and federal levels, engaging in key legislative discussions and policy initiatives:

Parliament Hill Week (May 2024): We joined a national delegation to educate government leaders on the scope and impact of The Salvation Army's work in Canada. Meetings with members of Parliament, senators and political leaders focused on our role in education, awareness and survivor support.

Bill S-211 – Fighting Forced Labour and Child Labour in Supply Chains Act: The Salvation Army actively monitored the bill's development and enthusiastically completed its annual attestation. To reinforce this commitment, we issued a procurement policy ensuring ethical sourcing and zero tolerance for forced or child labour in our supply chains.

Bill S-210 – Protecting Young Persons from Exposure to Pornography Act: The Salvation Army publicly supported and signed this bill, aligning with our commitment to protect vulnerable individuals from online exploitation.

Through collaborative action, innovative research and strategic advocacy, The Salvation Army remains at the forefront of the fight against human trafficking, exploitation and forced labour—ensuring dignity, safety and justice for all.

TERRITORIAL MSHTR COMMITTEE

Leadership Team

TERRITORIAL

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If you suspect a person may be a victim
of modern slavery and human trafficking,
call the National Human Trafficking Hotline at:
1-833-900-1010

SA JUSTICE MSHTR Canada and Bermuda website:
salvationist.ca/trafficking

To Walk Intentional

*To walk intentional upon this sea,
I must let go of myself, let go of me.
The pain is a gift, and the gift is the pain,
Sorrow speaks of what ghosts remain.*

*As I rustled here and there, I sometimes saw her,
and I cared.*

*I cared? I paused to ponder,
On my way to work, then home again, I'd wonder.
Seen her around, eyes to the sky, not down,
or level, almost childlike, asking why.
Got the vibe that she was nervous,
Nervous yet trying to act impervious.
There was something about her, something was off,
Should I have embraced this feeling or not?
I sensed a danger and a plot.*

*Then one day, she was just gone.
Kept waiting to see her,
by store windows and manicured lawns.
Seasons changed, but her absence remained,
What happened to her? Cold and ill dressed for the rain.
Did I fail her? Did I not see? Or did I see too plainly,
then say, no not me?*

*To walk intentional upon this sea,
I must let go of myself, let go of me.
The pain is a gift, and the gift is the pain,
Sorrow speaks of what ghosts remain.*

Melanie Douglas

Winning poetry submission for the 2024
Modern Slavery and Human Trafficking Awareness
Ontario Division Poetry Contest:
General Awareness Category



FIGHT FOR FREEDOM