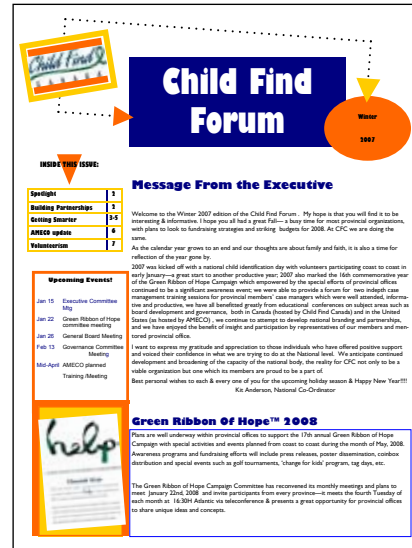


# Membership Benefits & Programs

## COMMUNICATION AND TRAINING

### CF FORUM

A strategic objective identified the need for ongoing communication as between the national office and provincial members. A quarterly newsletter was developed and published in March, June, September and December, 2007. The Child Find Forum has quickly become a useful document for information sharing, board development, program announcements as well as a vehicle for continuing education as it relates to the very specialized field of charitable missing children organizations. Understanding charitable organizations, board governance issues and even assembling and assessing work force have been the subject of articles contained in the Forum which we hope is as useful to the provincial membership as it is to the national office in development and research.



### CONTINUING EDUCATION & TRAINING AS A STRATEGIC GOAL

The CFC Board has maintained its objective of ongoing training sessions for provincial membership with emphasis on case management and was pleased to be able to offer formal training to all member agencies on subjects relative to board governance, strategic planning and case management. Specifically, the areas of case management of international abductions, inter-provincial case studies, dealing with high profile cases, media relations, reunification and looking to technical solutions to assist in the search for missing children were highlights of the 2007 training year. Additionally, CFC supported the development and distribution of a quick reference guide for case management as well as a case management governance manual, while continuing to support the review and re-development of a complete case workers manual.

CFC was pleased to be able to support its provincial members by assisting their representatives and caseworkers to attend the 7th Annual Missing & Exploited Children Conference in April, 2007 as well as attending and participating at AMECO and OJJDP Fox Valley Technical meetings and trainings in the spring and fall of 2007.

Child Find Canada would like to express its gratitude to all donors. In addition to the generous support of many individuals participating in independent vending awareness programs and the significant corporate partners specifically noted herein, the programs and services made available to the membership of Child Find Canada would not be possible without the support of businesses, organizations and individuals across Canada who have selected Child Find Canada as their charity of choice.

Thank you for your continued support.

# Financial Statements

## AUDITOR'S REPORT

### TO THE DIRECTORS CHILD FIND CANADA INCORPORATED

To the members of

Child Find Canada Incorporated

I have audited the statement of financial position of Child Find Canada Incorporated as at December 31, 2007 and the statements of operation, changes in net assets, and cash flow for the year then ended. These financial statements are the responsibility of the organization's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free from material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many charitable organizations, Child Find Canada Incorporated derives revenue from donations and sundry fund raising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, my verification of these revenues was limited to the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to donation and sundry fund raising revenues, deficiency for receipts over expenses and surplus.

In my opinion these financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2007 and the results of its operations and cash flow for the year then ended in accordance with Canadian generally accepted accounting principles.

Philip Kahanovitch  
Certified General Accountant  
April 8, 2008

## STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31

	2007	2006
<b>Revenue</b>		
Donations	\$ 78,722	\$ 115,160
Fundraising	395	14,203
Other	2,006	1,240
	<u>\$ 81,123</u>	<u>\$ 130,603</u>

	2007	2006
<b>Expenses</b>		
Donations	\$ 5,600	\$ 11,544
Other	82,139	96,910
	<u>\$ 87,739</u>	<u>\$ 108,454</u>

Excess (Shortfall) of Revenue over expenditures for the year	\$ 6,616	\$ 22,149
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# 2007

# Annual Report



## MESSAGE FROM THE EXECUTIVE

Child Find Canada Inc. ("CFC") is a charitable organization dedicated to the personal safety of all children with a primary goal of reducing child victimization. The organization works cooperatively with provincial Child Find offices and agencies involved in the area of child protection and is governed by a voluntary Board of Directors. In 2007 close to 67,000 children were reported missing in Canada.

CFC was first incorporated in Alberta in 1983; in 1988 the provincial members saw the need to formalize a national voice and CFC was established.

CFC is a national organization representing and supporting its provincial members who assist in the search for and prevention of missing children; a group of dedicated individuals committed to promoting and advocating for the personal safety of children and youth.

With a mission statement setting out three priorities:

- educate and advocate for the protection and rights of children and youth
- promote awareness of the issues relating to missing children. Believing "a missing child is everyone's responsibility"™
- representing and supporting the development of existing and future member organizations in all provinces and territories to deliver programs that will reduce the incidence of missing and exploited children.

We believe all children have the right to be safe!

The agencies' purpose is to support its provincial members by providing a forum to facilitate the development of quality programs, standards, awareness, advocacy and information sharing; develop a strong national organization by providing direction and support to existing and future members; and to develop relationships with national corporate entities to secure funding for the promotion of programs and the organization.

CFC strives to provide these services by providing leadership, resources and opportunities to provinces for programs and program development; increasing awareness of missing and exploited children through programs such as the Green Ribbon of Hope Campaign; educating and advocating for the protection and rights of children and youth at a national level.

Looking forward, we will continue to work collaboratively, all the while endeavouring to build the membership organization that the provincial agencies want CFC to be. Inspired by our members' evolving interests and always focused on taking uncertainties out of their way, CFC will continue to build on the trust earned over the past years, expanding the scope of products and services to open exciting new possibilities for members by extending CFC's skills. We will build on the best practices of our members to generate programs and services that benefit them as well as keep Canadian children's rights and safety top of mind.

Respectfully submitted, Gord Levis, President

### Member Agencies

Child Find British Columbia  
Crytal Dunahee, President

Child Find Alberta  
Murray Brown, President

Child Find Saskatchewan  
Phyllis Hallatt, President

Child Find Manitoba  
Paul Chard, Chair

Child Find Ontario  
Jessica Peacock, President

Child Find Newfoundland/  
Labrador  
Shirley Hong, President

Child Find Prince Edward Island  
Lynn Coyle, President

### Mentored Agency

Child Find New Brunswick  
Robert Clinch, President

### Canadian Case Management Partners

Child Find Nova Scotia  
Missing Childrens Network  
Canada, Quebec



Child Find Canada Inc.  
212 - 2211 McPhillips Street  
Winnipeg, MB Canada R2V 3M5  
Tel.: (204) 339-5584  
Fax.: (204) 339-5587  
e-mail: childcan@aol.com  
www.childfind.ca

### CFC Board of Directors

**President**  
Gord Levis (ON)

**1st Vice-President**  
Wayne Dobson (BC)

**2nd Vice-President**  
Sue Snider (ON)

**Treasurer**  
Phyllis Hallatt (SK)

**Secretary**  
Dwain Orr (SK)

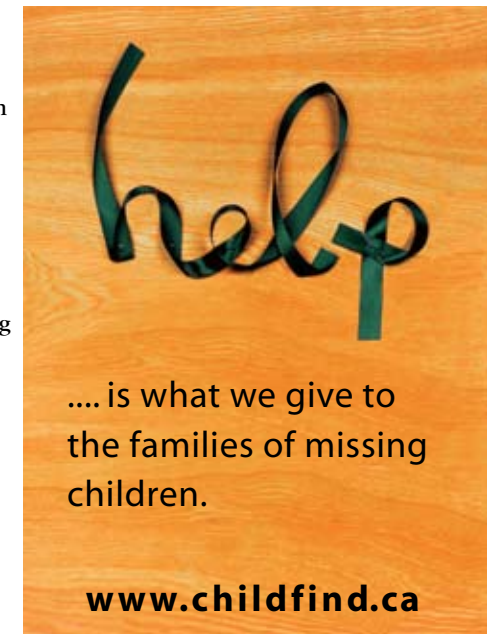
**Past-President**  
Kay Rogers-Lidstone (PEI)

### Directors

Crystal Dunahee (BC)  
Murray Brown (AB)  
Paul Chard (MB)  
Marie Best-French (NL)  
Martha Farrell (NL)  
Lynn Coyle (PEI)  
Nicole Pugh (PEI)

**National Co-Ordinator**  
Kathryn Anderson

CFC is an active participant with the Association of Missing and Exploited Childrens Organization and enjoys associations with the National Missing Childrens Service (OMC) in Ottawa and the Canadian Coalition for the Rights of the Child.



## Education & Awareness = Prevention

The support and enhancement of provincial programs was identified as a key strategic goal for the national office in 2007. To that end a number of opportunities presented themselves.

### DARE Foods Limited



DARE Foods Limited renewed their partnership with Child Find Canada, continuing the co-marketing arrangement that had been developed in 2005.

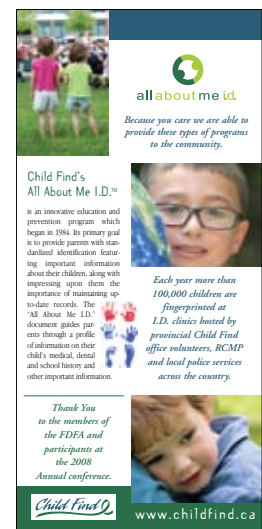
Over 1M brand images in the marketplace strategically placed on the packaging of Realfruit Minis, assisted Child Find Canada in its quest to have the charity name widely recognized by the Canadian public. Safety messaging was widely distributed as contained on the inside of the packaging which encouraged consumers to teach their children 5 personal safety strategies.

DARE is a Canadian family owned and operated company who strives for consistent high quality in its product and services and continually works to develop new and exciting product concepts. Their selection of Child Find as a charity of choice was based on CF's programming focus being safety.

DARE Foods supported a national child ID day held on January 6, 2007, in Wal-Marts across the country, and with the support of provincial Child Find offices and their volunteers thousands of children attended All About Me ID clinics to start the New Year off with a significant safety event. While children were being ID'd, the Child Find volunteers took the opportunity to provide additional safety information to their parents.

We are very grateful to DARE Foods Limited for selecting Child Find Canada as a partner and recognize them as a "President's Circle of Excellence" donor.

## ALL ABOUT ME ID™ & ALL ABOUT ME PHOTO ID™ PROGRAM



CFC is proud to present the All About Me ID™ and the All About Me Photo ID™ delivered by its provincial membership. This program is a community service project designed to provide accurate documentation and information of a child to the parent or legal guardian. The information contained in the All About Me ID booklet is necessary in the event that a child ever goes missing, for any reason. The All About Me ID program compliments Child Find's prevention and awareness programs.

CFC and its provincial members from coast to coast were delighted to renew the relationship with Canon Canada for 2007 as the exclusive photo partner to the All About Me ID program. Canon donated digital cameras, photo printers and paper supplies to assist Child Find with

this program. This partnership ensures that the Canadian public, parents, children and caregivers are given the opportunity to have current photos available for insertion in Child Find's All About Me ID program booklets.

We are very grateful to Canon Canada's commitment to this innovative program whose primary goal is to provide parents with standardized identification information about their children.



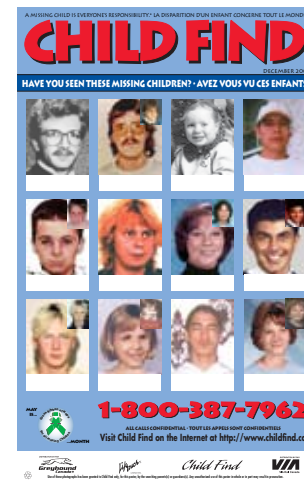
## Membership Benefits & Programs

### PROVIDING VALUE-ADDED BENEFITS AND SERVICES

CFC's membership benefits program continues to increase brand recognition for its members by building on our reputation for service excellence. To further enhance the value of membership, CFC has reinforced its commitment to improve the existing membership benefits program while adding new, meaningful and high quality benefits. In 2007 there was a continued commitment to support provincial membership and CFC continued to work through defining and developing a more focussed benefits program strategy. We continue to secure long-term committed partners such as Discash.com (CF Online's webserver) and AOL Canada, as well as forging relationships with corporate Canada such as DARE Foods and Canon Canada, strong alliances to our circle of friends from which provincial members receive direct support.

### CASE EXPOSURE

We are grateful for the ongoing support of Via Rail Canada and Greyhound Canada for their support of the national Missing Children Poster campaign. This annual poster highlights various registered cases and is distributed nationally to thousands of public locations. Lifetouch Canada has been a committed and long-term supporter of Child Find Canada and 2007 reinforced that commitment with its significant in-kind donation of printing for distribution from coast to coast 15,000 National Missing Children Posters.



### 1 800 Toll Free Line

CFC financially supports and hosts a national toll free line, advertised internationally for the reporting of a missing child or the sighting of a missing child. This line is operated twenty-four hours a day, 365 days a year and callers are redirected to trained caseworkers in their immediate jurisdictions.

### Administration

The administrative offices of CFC interface with the Canadian public as well as member representatives, forwarding inquiries regarding case exposure to the relevant jurisdiction for immediate client service.

### Missing Children Flyers

A number of corporate partners regularly post flyer pictures of registered Missing Children's cases such as Princess Auto, CIBC Credit Card Services and various community newspapers and magazines.

Statistics indicate that the number 1 tool for the successful recovery of a missing child is a good quality, current photo; having the opportunity to publish case flyers in as many geographical areas, to as large a demographic population as possible assists greatly with the successful recovery of missing children. A sincere thank you is sent to those organizations who support this endeavour.

### Banner Ads

Child Find was very pleased to develop a banner ad partnership with Peak of the Market and through automated e-mails circulated globally, our missing children's information is provided to over 35,900 individual e-mail accounts around the world each Tuesday. Thank you to Peak of the Market for providing the opportunity to widely circulate images of missing children around the world.



### CF Online

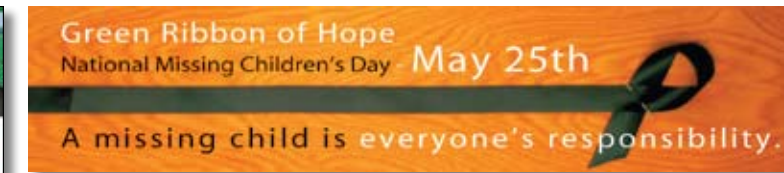
The CFC website was officially launched on May 25, 1995. Since then, the site has focused on the following aims:

- to provide accurate, up-to-date information about active cases;
- to provide accurate, up-to-date information for CFC and the provincial member offices; and
- to provide useful educational information about child safety to children and their parents.

CF Online - www.childfind.ca hosts a current missing children's electronic database of all registered Child Find cases. The general public has easy access to view cases and are able to download and print flyers.

Although at the time of printing this document, website traffic history for 2007 is not available, the statistics available clearly indicate that the general public find the information of value, particularly in the midst of highly visible cases.

CFC is very grateful for the online support provided by Smartypants.com, George Butters and his team for their significant contributions of time and expertise and AOL Canada who provide e-mail accounts for all Child Find offices.



## GREEN RIBBON OF HOPE CAMPAIGN

May is Green Ribbon of Hope™ Month

# May 25<sup>th</sup> is National Missing Children's Day

Child Find Canada's "Green Ribbon of Hope™ Campaign" takes place during the month of May annually.

The Green Ribbon of Hope campaign was launched following the disappearance of Kristen French in 1992. It was developed by the students of Holy Cross Secondary School in St. Catharines, Ontario to honour Kristen's memory. The Green Ribbon has become a symbol of hope for all missing children. Holy Cross Secondary School gave Child Find the exclusive rights to the Green Ribbon of Hope and Child Find later trademarked the campaign, in particular, the green ribbon. A significant awareness campaign is run nationally during the month of May.

National Missing Children's Day takes place during the Green Ribbon of Hope Campaign each May. National Missing Children's Day was first recognized in the United States on May 25, 1980. Missing Children's Day was first recognized in Canada in 1984 and it is now recognized each May 25th by child-oriented organizations, in an effort to raise the level of public awareness about the issue of child safety and of missing children. May 25th is dedicated to all missing children with the hope that they will all be located.

Child Find's aim is to heighten the awareness of the issue of missing children and encourage everyone to participate by wearing a Green Ribbon.

Child Find Canada assists its provincial members with this national campaign by way of various media exposure, national poster distribution, distribution of various campaign specific awareness mediums, media, press and radio releases.

CFC wishes to thank all corporate partners without whom this campaign would not have been successful.

