

Our fight against sex trafficking



Significant milestones: 2013 to present

2013

- **Specialized housing needed for human trafficking victims** identified by Covenant House and other community leaders. Covenant House lends our experience, expertise and support to the City of Toronto's Affordable Housing Committee to address human trafficking and sexual exploitation and improve services to the victims of this grievous crime.

2015

- **The City of Toronto approves the development of special housing and crisis beds** for victims of sexual exploitation and human trafficking, thanks to these advocacy efforts.
- **We launched an online petition** urging the Ontario government to better coordinate its efforts to combat this crime.
- **More than 10,800 Ontario residents signed our petition** urging the Province to do more to combat sex trafficking in Ontario. Twenty other community organizations lent their support.
- **Two crisis beds added to the shelter.** Among the new services part of our five-year anti-trafficking plan, we added two crisis beds in our shelter where young women can find safety in a shared room and connect with our specialized staff to consider their future plans.

2016

- **Developed our "Urban Response Model" anti-trafficking plan** with youth-serving organizations, police, legal professionals and hospitals. It includes prevention efforts, enhanced victim services, research and evaluation and knowledge sharing. A \$10-million campaign called "Just Like a Girl You Know", chaired by Suzanne Rogers, was launched to support it.
- **Ontario announces \$72 million for anti-human trafficking strategy.** We strongly advocated for additional anti-sex-trafficking initiatives and are thrilled many of our recommendations were heard.
- **Our new transitional housing program, The Rogers Home, opens for young women** who have been victims of sexual exploitation and trafficking. The two-year program cares for up to six young women at a time, ages 16-24, through stable housing and specialized wraparound support services.
- **Trafficked, a school presentation for Grades 7 to 12,** teaches students about the signs of luring and dangers of sex trafficking. Delivered by our school facilitators throughout the Greater Toronto Area. Since 2016, over 25,000 students have participated in our prevention presentations.

2017

- **We launched a petition calling on the federal government** to help establish a Canada-wide hotline to connect victims of human trafficking to critical support services and help law enforcement better combat this crime.
- **Launched a unique new program that coaches hotel staff to identify victims and respond effectively.** With deepened awareness and informed action, hospitality staff are empowered to be defenders of trafficking victims. Since 2017, over 4,500 staff have participated in our training sessions.
- **We conducted a thorough evaluation of our pilot Crisis Bed Program** in order to share learnings with other shelters and service providers across Canada. This evaluation led to the launch of the Advell Home.

2018

- **IPSOS Public Affairs and Covenant House team up** to survey teenaged girls — the first of its kind in Canada. The insights will help guide a prevention/awareness strategy aimed at teen girls and caregivers to launch in 2020.
- **Opened Advell Home, a second housing program,** in partnership with the City of Toronto, the Ontario Government and donors. This short-term residence provides up to six young women between the ages of 16 and 24 with stable housing and comprehensive wrap-around support while they decide on a longer-term plan.

2019

- **Thanks to our supporters, advocates and efforts to push for a Canada-wide hotline,** the Canadian Centre to End Human Trafficking launched a national anti-human trafficking hotline in 2019.
- **Continue to evolve our programming based on research** to determine the barriers that prevent sex trafficking victims from getting the help they need; assessing the needs of victims in Toronto; and releasing our findings on the behaviours and attitudes of teen girls related to the risks associated with luring and sex trafficking.

2020 AND BEYOND

- **In early 2020, we launched an online hub called Traffick Stop** where we share our experiences and knowledge in order to support survivors and combat sex trafficking.
- **Launched Shoppable Girls, a sex trafficking awareness and prevention campaign** aimed at teen girls and caregivers.
- **Expand our prevention and early intervention initiatives** to better protect our youth and continue to provide presentations related to sex trafficking prevention to students, child welfare, law enforcement and professionals from the legal sector and hospitality industry.