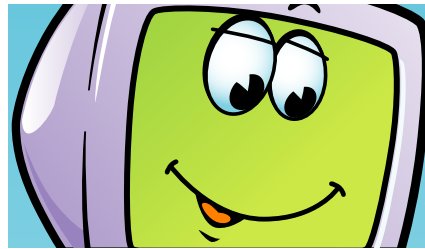


# KINSA

Kids' Internet Safety Alliance

## 2008 Annual Report





**Bill Hutchison,**  
*Chair, Board of Directors*

Working for children's safety online - to ensure that our kids' can realize the glories of the Internet and the new digital world without fear or danger - is what motivates KINSA's Board of Directors, executives, staff and our many supporters. We achieve our vision with a mandate in three areas:

**Advocacy** - working with government and industry to help protect children from being exploited in new online environments, as well as initiating and responding to policy changes.

**Awareness** - raising awareness of these issues with kids, parents, teachers, business leaders and political leaders.

**Training & Research** - developing world class training programs to assist with Internet challenges both in Canada and in developing nations, as well as funding research.

New technologies have always arrived with a dark side that tempers their benefits and while broad societal use of the Internet is less than ten years old, the vast rainbow of its benefits has already been discoloured by its facilitation of heinous crimes against our kids. These will grow rapidly over the next ten years as new forms of digital media blended with new ultra broadband communications become more transformative than anything society has seen to date. But the dark side has the potential to grow dramatically because of new location tracking techniques and digital media where real people and animated images will look identical.

In this new world we at KINSA will build on our initiatives to ensure that society recognizes the dangers and deals with them ahead of the curve. Tomorrow, our vision will become even more relevant: to ensure that our kids realize the glories of the evolving online world without fear or danger.

This Annual Review has been prepared for all KINSA stakeholders and others interested in supporting our vision, and to describe our results in building on previous years and creating new initiatives in 2008. President Obama has just announced \$50 billion to spread ultra broadband communications through his country and Canada will surely follow. Great news when we project the economic and social benefits. Let's all ensure our kids can enjoy those benefits safely.

On behalf of our broad KINSA community I would like to welcome our new KINSA Directors Perry Roach, Deborah Vittie, Jamie Holland, Andrew Dillane, Brenda Halloran, and Elizabeth Carson. A special thank you to the many hours of dedicated service provided by our ongoing KINSA Board of directors, our CEO Paul Gillespie and our KINSA staff who consistently go "above and beyond" in their service to KINSA and society.

**Bill Hutchison**  
*Chair, Board of Directors*  
Kids' Internet Safety Alliance

# Message from the CEO



Paul Gillespie,  
President & CEO of KINSA

It's been a tremendous year for KINSA! Thanks to the hard work of everyone in the KINSA community we've seen our programs grow and new initiatives develop, not to mention the many partnerships that have formed along the way, bringing in an even wider range of expertise and innovation.

Our law enforcement training program continued to thrive and expand in 2008 with officers coming from Brazil and Poland for training sessions at the University of Ontario Institute of Technology (UOIT) in Oshawa. The training has proven to be a huge success and one of KINSA's Brazilian alumni recently played a vital role in a Canadian investigation that successfully identified and rescued two Canadian children. We are now in the process of formalizing partnerships with various law enforcement agencies.

In an effort to channel emerging IT expertise with Internet safety strategies, KINSA is sponsoring two initiatives for IT students at UOIT. The first is a scholarship fund, which has been developed with support from Best Buy Canada. Scholarship winners will be selected based on essay submissions, which propose innovative Internet safety strategies for children and youth. The second initiative is a game design competition, where students studying online game development will submit proposals for an online game for children that has an inherent Internet safety message built into the game.

Our first global Think Tank session took place in November in Geneva, Switzerland. Experts from law enforcement and the private sector gathered to discuss how Internet safety issues will affect our children in the future. The outcome was a tremendous White Paper, which is being distributed globally to law enforcement agencies. The findings of this work remain confidential in order to protect investigative techniques and will serve to enhance KINSA's advocacy work in the coming year.

With the launch of the Mother's Online Movement (MOM), we are raising awareness and funds to support critical research being conducted by the Hospital for Sick Children in Toronto to help victims of child exploitation get the best possible support and treatment available.

We distributed almost 400,000 copies of a cyber-safety comic in English and French to schools across Canada that featured the characters from YTV's hit show, *Grossology*. We produced a training video for parents and teachers, which provides valuable information about how kids are using the Internet for instant messaging, social networking, online gaming and virtual reality. Funding from the Ontario Ministry of Education has been instrumental in this work and many other initiatives we have taken to bring a safety message to kids and parents.

Media from across Canada and around the world continue to call on KINSA regularly for expert comment and perspective on the ever evolving issues of online safety and the exploitation of children. These are difficult subjects, but our KINSA spokespeople, including myself, are only too happy to use these opportunities to comment and bring awareness to the issue.

A number of political leaders have consulted KINSA in the past year on what legislators can and should do to address the issue and we are happy to share our views. We anticipate tremendous progress on the legislative front in the coming year and will be calling on all our stakeholders to join in a number of initiatives to show support to our law makers for positive and practical changes.

Thank you to all those of you who have supported us in the past year, and who have helped spread the message of online safety within your own networks and communities. By working together and raising awareness we'll continue to make tremendous strides towards combating the online sexual exploitation of children.

**Paul Gillespie**  
President & CEO  
Kids' Internet Safety Alliance

# Report from the Treasurer



**David Campbell,**  
*Treasurer*

2008 was another great year for KINSA, as we continued to receive strong financial support from our existing supporters, and started to expand our fundraising efforts with a direct mail campaign to new potential KINSA donors.

In January, we were very pleased to have HSBC sponsor our cyber safety comic, Web of Deception. HSBC introduced a matching donation program whereby HSBC matched all contributions made by their employees and customers towards this great kids' initiative.

We also received a second \$250,000 infusion of funds from the Ontario Ministry of Education with a mandate to spend the money on education and awareness initiatives. We are truly grateful for this support and applaud the Ontario Minister of Education, Kathleen Wynne, for her continued support for the work of KINSA.

In May, we held the KINSA Founders Fundraising Gala at the Liberty Grand entertainment complex this year and brought in approximately \$150,000 at that event, with great support from our Title Sponsor Sapphire Technologies, our Major Corporate Sponsor TD Securities and numerous others. Education Minister Kathleen Wynne was on hand at the gala as well to announce a grant of \$250,000 from the Ontario Ministry of Education – the second grant in as many years from the Ministry of Education.

Also attending the KINSA gala this year was Margot Bennett-Mathieson, a Canadian ex-patriot now living in Switzerland, who has continued to generously make KINSA one of her charitable endeavors, with her generous donations being dedicated to our international training initiatives.

In July, we held our second fundraising event, the KINSA Cup Charity Golf Tournament, hosted by hockey legend Bobby Orr. The tournament was a sell-out once again, and brought in almost \$100,000, between the tournament entry fees and the auction proceeds. Special thanks to our platinum sponsors: Microsoft, TD Securities and Schwarzkopf Professional.

Thank you for your continued financial support and we hope you will continue to help us fund the many great initiatives we have planned for the benefit of the kids in 2009.

## **David Campbell**

*Treasurer*

Kids' Internet Safety Alliance



*Bobby Orr (right) takes a swing with one of the teams at the 2008 KINSA Cup Charity Golf Tournament.*



*Paul Gillespie and the Honourable Kathleen Wynne, Education Minister of Ontario, honour Cheryl Perreira (right) as one of the Heroes of the Fight at the 2008 KINSA Gala.*



*In October 2008 KINSA conducted its fourth international law enforcement training session with officers from Poland. The training took place at the University of Ontario Institute of Technology in Oshawa.*

The KINSA international law enforcement training initiatives that began in 2007 with training of police and prosecutors from Chile and Romania continued into 2008 with police officers from Brazil and Poland joining the KINSA online child abuse investigators alumnus.

The hard work of the volunteers, fundraisers, and the generosity of our benefactor, funded the two separate groups of police that were brought to Canada for the most modern training in investigating and prosecuting child exploitation cases available in the world. Top investigators from the Royal Canadian Mounted Police, the Ontario Provincial Police (OPP), and the Toronto Police Service assisted Paul Gillespie, Kim Cooper, David Butt and Dr. Gary Ellis in presenting techniques and best practices for investigating online sexual exploitation cases, and identifying and rescuing children from harm. Natasha Falle from Streetlight Support Services – a Toronto based organization working to help people involved in the sex trade – did a compelling job of sensitizing the officers to the perspective of victims. The participants were also welcomed with a formal appreciation and networking dinner hosted by KINSA, and were introduced to the sights of Toronto and visited Niagara Falls during their time here.

Through the generous support of our donors KINSA funded the transportation, lodging, course fees, and most expenses for the participants. With the financial restrictions and complex bureaucracies that many of these countries face, this training would normally be unavailable to many police and public officials. They have now been given the opportunity to join the global community of online child exploitation cyber-investigators.

The University of Ontario Institute of Technology provided the venue and both the Toronto Police Sex Crimes Unit and the OPP Computer Forensics Unit provided a site tour and training at their respective locations.

This training went beyond mere technical learning and deep contacts and relationships were developed that will create the international synergy that is needed to fight the global problem of child exploitation. Shortly after returning to Brazil, a police officer that had taken the KINSA training played a

key role in identifying two young children who were being abused and exploited in Canada. This officer communicated with the Canadian police officers he met, leading to these two boys being rescued from a horrible situation and an abuser being arrested. The Brazilian government recently made the possession of child abuse images a criminal offence and the input of the KINSA training assisted in this process.

What is clear to everyone at these training sessions is that no matter where we are from, we all agree that the protection of children from sexual abuse has to be a global priority. Police forces around the world are organized geographically – but the Internet is without boundaries. Training and relationship building on the international level is essential to successfully fight this global problem.

We have already begun planning for the 2009 training sessions. Training will likely take place in the spring for a group from Thailand, and South Africa is a possible candidate for the fall. We are also planning a follow up training program that will bring some of the officers back to work one-on-one with Canadian investigators in a mentoring role.

Congratulations and thank you to all those who contributed their time and expertise to make this training possible.

**Dr. Gary Ellis**  
*International Training Director*  
 Kids' Internet Safety Alliance



*Jaroslaw Konczyk from Poland (second from left) receives his certificate for completing the training from Paul Gillespie (left), Ron Bordessa, President of UOIT, and Bernadette Schell, Dean, School of Business and IT.*



2008 was an exciting year for KINSA Kids. Thanks to HSBC's sponsorship, and support from the Ontario Ministry of Education to help with distribution, we partnered with Nelvana to create a 16-page cyber safety comic with the characters from YTV's hit show *Grossology*. The comic was distributed as an insert in *POP!* Magazine to over 280,000 kids in schools across English Canada. Based on the success of the English comic, the Ontario Ministry of Education funds were used to distribute an additional 100,000 French comics through the magazine *Le revue POP!* to kids in French schools.

In April we invited kids across the country to participate in an online safety poll and we received over **1,500 responses** from kids aged 8 to 14 about their Internet habits, and we're thrilled to report that they get an A+ when it comes to being smart online. Here are just a few highlights:

- **Only 2 per cent** of kids said they've ever given away private information (like their full name and address) to someone they've just met via the Internet. Remember – you should **NEVER** disclose your personal information to anyone you don't know and trust personally.
- **81 per cent** of kids said they've never started up a new friendship with someone they've just met online. Good thinking – playing it safe is the way to go!
- What would you do if someone you've just met online asked you to meet them in person? **80 per cent said 'tell an adult' and 16 per cent said 'just ignore it.'** That's right, you should never make arrangements to meet someone in person you've only met online. You never know who you can trust when it comes to the World Wide Web!

In November, Family Channel launched *FamClub*, a fun online destination that allows members to create their own space and to connect and interact with Family Channel's online and on-air properties. They approached KINSA to help them develop a set of Internet Safety Tips to help kids understand the importance of online safety. This has now become a key component of the *FamClub*.

Our relationship with YTV continues as our six KINSA safety Sitekick chips continue to be traded on YTV's popular Sitekick online community.

We are proud of our kids' initiatives to date! Our goal to work with high profile partners has been a success, which allows us to reach kids in the environments they know and love.

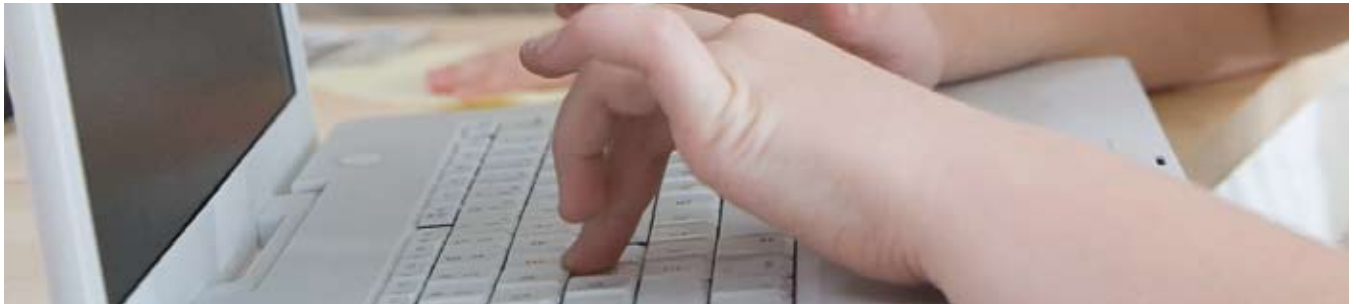
Surf Smart™ is all about teaching kids how to stay safe online. KINSA's goal is to give kids back their freedom on the Internet by making it a fun and safe place to be.

**Bev Paton**

*Director of KINSA Kids*

Kids' Internet Safety Alliance





Throughout 2008, KINSA continued to be a sought-after voice in the public policy debates related to online child exploitation. KINSA's leading multi-disciplinary expertise enables us to develop comprehensive positions on critical issues, and KINSA is frequently the first called in response to breaking stories.

Early in the year, KINSA contributed to a lengthy Maclean's feature highlighting the shortcomings of the National Sex Offender Registry. KINSA has continued to advocate for improvements to this program, supporting the goal of a national model that is similar to the Ontario Sex Offender Registry.

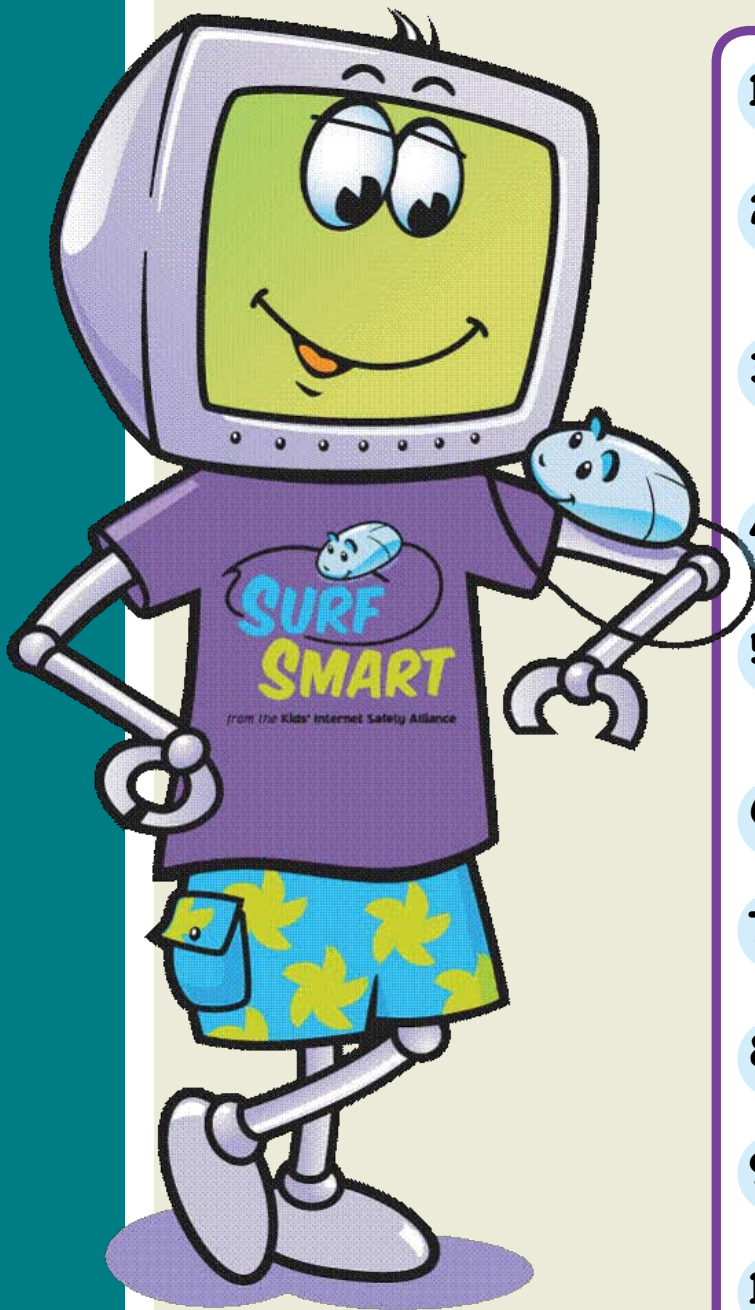
KINSA provided a written submission regarding proposed legislative amendments to the *Personal Information Protection and Electronic Documents Act (PIPEDA)*. This submission supported amendments to the Disclosure Without Knowledge or Consent Section that would remove ambiguity with regards to law enforcement requests, and balance the privacy and child safety risks related to this issue.

A significant gain for Canadian youth, law enforcement, and all who advocated came on May 1, 2008, when Canada's Attorney General announced that the Age of Consent in Canada was raised from 14 to 16. KINSA's President and CEO, Paul Gillespie, testified on the original Bill to bring about this change, and KINSA members provided frequent commentary on the issue throughout the debate. We acknowledge all the other organizations who worked toward this important change and celebrate the recognition it provides. It took a team effort to get this done!

Ontario moved forward with a Mandatory Reporting Bill for Child Pornography early in 2008, and this Bill passed in December. Similar to the Manitoba legislation, this Bill would make it an offence for anyone not to report child pornography. KINSA supports this legislation for the primary reason of raising awareness of the fact that child pornography is child abuse; therefore the onus to report must exist as it does for other types of child abuse. Again KINSA was featured when the legislation was introduced, and when the Bill was passed late in the year.

Throughout the year, KINSA advocated for increased resources for law enforcement and prosecution to combat online child exploitation, as well as for high quality training, some of which KINSA delivers to international partners. In addition to the legislation, collaboration, and resources, which are required to battle the exploitation of children and youth, KINSA members continue to emphasize that prevention is the best intervention of all. By educating our children, youth, parents, teachers, and all who play a role in young peoples' lives, we can prevent online child exploitation from occurring in the first place. Where such abuse has occurred, KINSA advocates strongly for the best legislation, policies, and partnerships to address this global problem in a proactive manner.

# KINSA's ten SurfSmart principles will be integral in any communication to kids:



1. Always make sure that a parent, teacher or guardian knows when you're surfing the net.
2. Keep your personal information private – don't give out your name, phone number, school name, or address without a parent/guardian's permission.
3. Never agree to hang out in person with someone you've met online. Remember that people may not be who they say they are.
4. Stand up against bullying – don't gossip or humiliate anyone.
5. If you receive an email with rude content – do not reply, just tell an adult right away. Remember – it's not your fault that someone sent you this.
6. If at any time you feel threatened or uncomfortable, speak to a responsible adult.
7. Don't buy something online or download anything without permission.
8. Never send a photo or a picture of your family to anyone without permission.
9. If you do not recognize or trust an email, attachment or web page – do not open it!
10. Keep your passwords SECRET! Not even our BFFs need to know!

In the spring of 2008 we hosted our Second Annual Founders Fundraising Gala at the Liberty Grand Entertainment Complex in Toronto. Once again we honoured "Heroes of the Fight" – those individuals who are doing exceptional work on the frontlines to combat online child exploitation. It was a spectacular evening complete with a troupe of young circus performers who entertained the crowd, and a variety of special guests who shared their insights into this very serious issue. We are delighted that our tradition of celebrating Heroes of the Fight will continue in 2009. This year's celebration will be a cocktail reception featuring live jazz music, casino games and a magnificent silent auction!

The 2008 Gala was followed by the Second Annual KINSA Cup Charity Golf Tournament in the summer, which was sold out for the second year in a row. Bobby Orr returned as special guest, and all the golfers had a chance to meet Bobby and hit a ball with the hockey legend himself. This year we're excited to announce that we're hosting a ball hockey tournament in the fall, with both kids teams and adult teams, which is sure to be a fun-filled day for the whole family!

### Donate to KINSA



Our programs are made possible through the generous support of our corporate sponsors and concerned individuals who want to support the fight against online exploitation of children and youth. We would like to thank all of you who contributed your time and money to help support our programs, and we hope that you consider donating again in 2009.

We are committed to ensuring that all donated resources are used in an accountable and sustainable way, to maximize our programming and reduce overhead costs. For more information about KINSA finances contact us at [info@kinsa.net](mailto:info@kinsa.net).

Donations can be made through our website at [www.kinsa.net/get\\_involved/Donate\\_to\\_KINSA/](http://www.kinsa.net/get_involved/Donate_to_KINSA/)

Donations can also be made by contacting us directly by phone, email or mail.

### Contact KINSA

**By e-mail:** [info@kinsa.net](mailto:info@kinsa.net)

**By phone:** 416.850.1449

**By postal mail:**

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