



Seeing
YELLOW



W

Making an Impact

Dear Ally,

Thank you for joining us in taking a stand against human trafficking.

#NotInMyCity is a **national movement** founded to disrupt and end human trafficking and sexual exploitation in Canada. Through education, prevention, and collaboration with industry, government, and communities, we work together on behalf of vulnerable individuals and to **support survivors** across the country.

Your involvement makes a real impact. By standing with us, you're helping drive change within your industry and community, raising awareness where it matters most, and showing survivors that they are not alone.

We are deeply grateful for your commitment and your voice. Together, we are building a stronger, safer future — a future free from human trafficking and its devastating effects.

Thank you for continuing to stand with us. Let's keep moving forward together.

Our Seeing Yellow campaign is a creative and inspiring initiative that brings visibility to the issue of human trafficking. Seeing Yellow inspires action — **and it starts with you.**

Yellow is a symbol of hope, and when you and your organization “see yellow,” you're helping spark vital conversations, share life-saving information, and raise critical funds for prevention and support programs.



With gratitude and hope,
Paul Brandt



Making a Difference Together

Your investment in #NotInMyCity

By supporting #NotInMyCity, you are connecting your investment to an entire network of programs and services that will provide hope to the victims of human trafficking.

The Maddison Sessions (TMS)

An annual operational summit that began in 2023 in Lake Louise was the first time Canada's front-line human trafficking investigators gathered together. TMS was developed with input from these investigators, who wanted to share best practices to create a cross-jurisdictional approach to combat human trafficking. Bringing these professionals together to share experiences, leading practices, and strategies supports a stronger, cohesive "No Borders" approach to combatting human trafficking across Canada.

Airports Program

#NIMC has established partnerships with airports and airlines across Canada to tackle the growing issue of human trafficking. Air travel is often used as a method of transport by human traffickers, making them uniquely positioned to help disrupt human trafficking. Airports have played an instrumental role in raising awareness and educating staff, volunteers, and passengers alike. Airports, airlines and their staff often represent the last line of detection and defense against human trafficking.

[Learn More](#)



[Learn More](#)



Community Response Model

The CRM provides outreach-based rapid response and short and long-term case management services for adolescent (aged 12-22) victims of sexual exploitation and trafficking in Calgary and the surrounding areas. Partners include Calgary Police Service, Children's Services, Alberta Health Services – Mental Health and Addictions, Hull Services, McMan Youth, Family and Community Services Association, Trellis Society, #NotInMyCity, Luna Child and Youth Advocacy Centre, the Calgary Catholic School District and other youth serving organizations. #NIMC has been an integral partner in helping facilitate this collaborative model of service delivery with partners all working collaboratively together at the table. Referrals are triaged on a weekly basis. Partner agencies provide wraparound supports and integrated case planning for youth at risk of or experiencing sexual exploitation.

The Provincial Human Trafficking Network

The Provincial Human Trafficking Network is co-chaired by #NotInMyCity and REACH Edmonton Council for Safe Cities. The Network brings together key stakeholders on a quarterly basis from across the province working in the area of exploitation and human trafficking, to leverage expertise, resources, and advance leading collaborative practice.

Started in 2020, the Network continues to grow in membership with 2024 being a year of significant growth. The Network now includes 80 unique organizations, with some of these organizations represented by multiple regional offices across the province. This increase in membership was the result of increased awareness of community groups about the issue of human trafficking, as well as outreach efforts to invite Indigenous organizations to join the Network.

Interactive-Learning Course

In collaboration with national and international thought leaders, #NIMC has developed a short interactive e-learning course, "Mobilizing Communities to Disrupt Sexual Exploitation and Sex Trafficking in Canada."

This course is free and available to everyone. Upon completion of the 30-minute course, you will be awarded a certificate.

Take the Course



Seeing Yellow Campaign

A campaign calling on our Allies, partners, and businesses to come together, raise awareness every year and continue the disruption on the issue of human trafficking.

We ask partners to join the Seeing Yellow campaign, support #NIMC fundraising activities, and re-engage their employees with e-learning.

Ally Projects

IAHTI Human Trafficking Training

A key call to action for Alberta's human trafficking response has been to ensure that awareness, education, training programs and protocols used in Alberta provide consistent messaging and a coordinated multidisciplinary response. In February 2024 and 2025, human trafficking training was hosted at Calgary Police Service Headquarters to law enforcement from across Alberta by the International Association of Human Trafficking Investigators (IAHTI) with support from ALERT.

Airport Safe Rooms

Canada's first Safe Room, also known as a "Soft Room" was launched in 2024 by Calgary International Airport.

Championed by YYC Leadership, we initially believed that the room would be largely symbolic. While we are grateful that it is there, we were wrong. It's been used so much, a second is currently being developed at YYC, and it's created a movement in our airport program across Canada.

A recent success story from the Edmonton International Airport, where Canada's second human trafficking safe room was launched August 15th, inspired by YYC's pioneering work. A human trafficking investigator from Alberta's Law Enforcement Response Teams, working with the Safety Network coordinator role created by #NotInMyCity shared this:

"A young woman from Toronto, a victim of trafficking, was transported to Edmonton for safety. At the EIA safe room, she found immediate comfort and support.

The environment, combined with the compassionate response from the law enforcement, helped her feel protected and regulated, shifting her from paranoia to peace. She's now safely back in Toronto, continuing her recovery with ongoing support." The investigator noted, "The safe room was PERFECT, providing more than just basic needs but mental and emotional support because of the environment." YYC & YEG saw the need, they stepped up and made it happen, and now they are leading by sharing best practices with other airports across the province and the country.

That's what true leadership looks like. This kind of impact only happens when we work together. Collective action — partners, communities, and individuals uniting for a common goal — is the heart of our progress.

Learn the indicators that a person might be at risk:

English

French



How Edmonton's airport can help battle human trafficking



Safe room opened at Edmonton airport to help human trafficking victims



Edmonton airport opens 'safe room' to help human trafficking victims

Maddison Room

For survivors of sexual assault, seeking medical care can be an overwhelming and retraumatizing experience. #NotInMyCity understands the importance of trauma-informed care and is shining a light on a clinic dedicated to providing compassionate, patient-centered support.

Traditional hospital settings, with bright lights, sterile environments and busy emergency rooms, can exacerbate feelings of vulnerability and distress. Recognizing this, the Central Alberta Child Advocacy Centre (CACAC) has partnered with Alberta Health Services (AHS) to create a unique, off-site medical suite within the Sheldon Kennedy Centre of Excellence (SKCOE), offering a comforting alternative for patients in need.

Within the broader SKCOE Truant Family Medical Suite space is Maddison's Room, a private examination room named in honor of a young woman who lost her life to human trafficking, but whose story represents strength, resilience, and the need for supportive, trauma-informed care. #NotInMyCity funded Maddison's Room to honour her story and raise awareness for the many others impacted by human trafficking.

[Learn More](#)



Making an Impact

#NotInMyCity is on a mission to help end human trafficking and sexual exploitation across Canada. You can play a powerful role in amplifying this message on social media and pushing change forward.

Spot It. Share It. Tag Us.

From airport terminals to hotel lobbies, #NotInMyCity's materials are on display across Canada to help spark critical conversations. If you see them, snap a photo and share it:

- Post your photos to social media
- Tag us and use the hashtag #NotInMyCity
- Mention the location and what the display made you think or feel. Every share helps shine a light into the dark corners of trafficking

Share Your Success Story

If you've helped share our message in the past, we want to hear your story and learn more about the difference you're making.

Send an email to ro@notinmycity.ca to share your photos and tell us how you helped raise awareness.

Ready to take the next step?

- Host a fundraiser at your workplace, school or community space to support #NIMC projects
- Print and display posters and banners in your windows, storefronts, or public spaces to show solidarity
- Use our #NotInMyCity brand colours and the Yellow Rose icon in your communications or across your digital platforms to help grow visibility

Explore our materials on the next few pages for everything you need

- Official logo files and visual guidelines
- Templates for posters, social posts, and more



SEND

photos of #NIMC materials displayed in your airport



HIGHLIGHT

the response you've seen in your community



SHARE

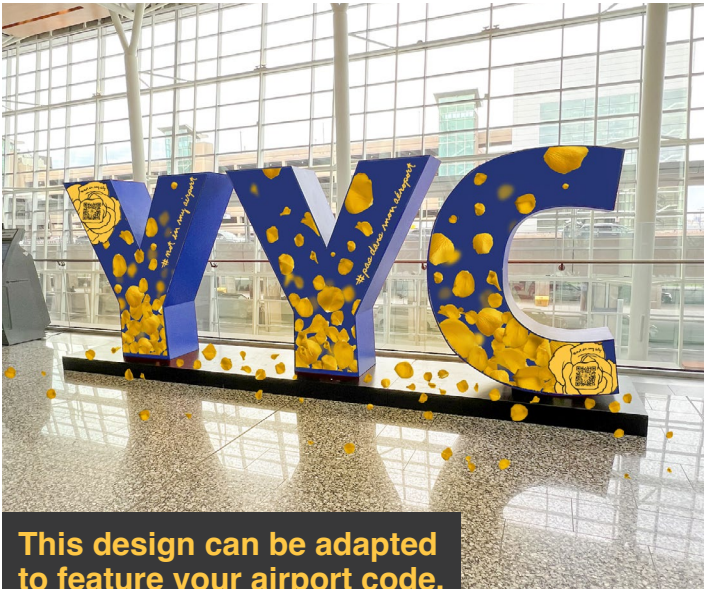
how your team has engaged with #NIMC

Check Us Out On
Social Media:

   @NIMCally

 Not-in-my-city

Photos



This design can be adapted to feature your airport code.



What's New?

[Click Here to Download Assets](#)



The files below are ready to download and include space to add your logo. If you would like to use print-ready versions without a logo placeholder, [click here to download them](#).

Important note: To keep our #NotInMyCity brand consistent, please contact rosannad@notinmycity.ca to modify any colours or dimensions of the files.

[Click Here to Download Banner](#)

[Cliquez ici pour télécharger la version française.](#)



**TOGETHER
WE CAN END
HUMAN
TRAFFICKING.**

PARTNER
LOGO


We have partnered with #NotInMyCity, a powerful movement dedicated to ending sexual exploitation and human trafficking in Canada.

[Click Here to Download Posters](#)

[Cliquez ici pour télécharger la version française.](#)

LOGO
PLACEHOLDER

**AWARENESS
& ACTION
ENDS
HUMAN
TRAFFICKING**




Scan to
Learn More!

LOGO
PLACEHOLDER

**HUMAN TRAFFICKING IS
THE FASTEST GROWING
CRIME IN CANADA**

**TOGETHER
WE CAN
END IT**



Scan to
Learn More!

[Click Here to Download Digital Boards](#)

[Cliquez ici pour télécharger la version française.](#)

**AWARENESS + ACTION
ENDS
HUMAN TRAFFICKING.**



**TOGETHER
WE CAN
END HUMAN TRAFFICKING.**



**KNOW
THE SIGNS.
END HUMAN TRAFFICKING.**



**HUMAN
TRAFFICKING
ENDS HERE.**



[Click Here to Download the Logo Pack](#)



[Click Here to Download Stickers](#)

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**TOGETHER WE CAN END
HUMAN TRAFFICKING.**

CALL 911 OR 1.833.900.1010 TO REPORT ACTIVITY

We have partnered with #NotInMyCity, a powerful movement dedicated to ending sexual exploitation and human trafficking in Canada.

**ENSEMBLE, NOUS POUVONS METTRE FIN
À LA TRAITE DES ÊTRES HUMAINS.**

APPELEZ 911 OU 1.833.900.1010 POUR SIGNALER UN ÉVÈNEMENT

Nous nous sommes associés à #NotInMyCity, un puissant mouvement visant à mettre fin à l'exploitation sexuelle et à la traite des êtres humains au Canada.



DECAL DESIGN (FOR PREVIEW ONLY)

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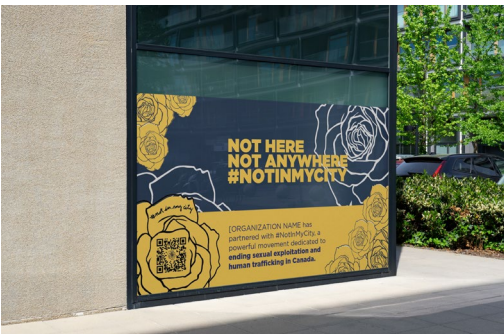
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[Click Here to Download Window/Wall Decals](#)

If you would like these translated into French, please let us know.



[Click Here to Download Lanyard](#)



**NOT ANYWHERE
#NOTINMYCITY
NOT HERE
NOT ANYWHERE**

Signs That Indicate An Exploited Person

- Unable to explain details about their travel.
- Not allowed or able to speak for themselves.
- Does not have control of their own ID/passport.
- Seems fearful, anxious, depressed, submissive, nervous, or paranoid.
- In travelling on a last-minute booking paid for in cash or pre-paid credit card at the airport.

Signes Indiquant Une Personne Exploitée

- Incapable d'expliquer les détails de leur voyage.
- Ne sont pas autorisés ou capables de parler pour eux-mêmes.
- N'est pas en contrôle de sa carte d'identité ou de son passeport.
- Semble craintif, anxieux, déprimé, soumis, nerveux ou paranoïaque.
- Voyage sur une réservation de dernière minute payée en espèces ou par carte de crédit prépayée à l'aéroport.

#NOTINMYCITY

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#NOTINMYCITY

[Click Here to Download Mural](#)

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Seeing YELLOW



Be A #NotInMyCity Ally

1. Amplify the message by using your platform, voice and influence to help us build awareness.
2. Access [our resources](#) to learn more about sexual exploitation and trafficking in Canada.
3. Wear our Yellow Rose and shop our online collection to stand in solidarity.
4. Follow #NotInMyCity on social media and sign up for our newsletter.
5. Come join us at one of the #NotInMyCity events:
 - [Another Not So Silent Summer & Not So Silent Nite](#)

Quick Links

[Media Kit](#)
[Brand Guidelines](#)

Follow #NotInMyCity on:

[Facebook](#)
[Twitter](#)
[Instagram](#)
[LinkedIn](#)

Media Contact:
info@notinmycity.ca

For detailed stories about #NotInMyCity, [visit the blog](#).

For General Inquiries:

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rosannad@notinmycity.ca



Read to learn more:
[Impact Report](#)