

Luna Child & Youth Advocacy Centre

2023 - 2024 Annual Impact Report



LUNA
CHILD AND YOUTH
ADVOCACY CENTRE

WE ARE LUNA

Since first opening our doors in 2013, Luna has supported more than 18,000 children, youth, and families from Calgary and the surrounding communities, and we continue to serve almost 3,000 young people every year. More than a decade on, Luna is one of the largest and most comprehensive child and youth advocacy centres in the country and is recognized as a centre of excellence throughout Canada and beyond.

Our purpose is to ensure those impacted by child abuse receive the support they need to heal, build resilience, and thrive; and to create communities where offenders are held accountable, and all children and youth are safe. We are realizing this purpose through our multi-disciplinary team that boasts expertise in law enforcement, child protection, prosecution, mental health, medical assessment, victim services, the education sector, prevention, and advocacy.



[Watch Luna's Organizational Video](#)

LUNA'S CORE PARTNERS

By bringing these entities together, we minimize the need for children and families to repeatedly recount their experiences and navigate a complex system alone. Our integrated model enables us to share information, expertise and resources in real-time, helping us to provide the strongest possible response for children, youth and families, ultimately promoting their healing and well-being.



LAND ACKNOWLEDGEMENT

In the spirit of reconciliation, Luna Child and Youth Advocacy Centre acknowledges that we live, work and play on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Iyârhe Nakoda Nations, the Otipemisiwak Métis Government of the Métis Nation within Alberta District 5 and 6, and all the good people who make their homes in the Treaty 7 region of Southern Alberta. We also acknowledge the lost and stolen children within colonial Canada, and their families, as without truth, there is no reconciliation. To the Indigenous people before us, with us, and beyond us, we honour you.

[Watch Luna's Sacred Space Video](#)



WHO WE SERVE

Luna serves children, youth, and families, from Calgary and the surrounding areas, who are impacted by abuse. We focus on the most complex, severe, and urgent cases of child maltreatment that require a multi-system and integrated response. We rally every available resource to prevent abuse, investigate wrongdoing, support healing, hold offenders accountable, and build resilience in our communities.

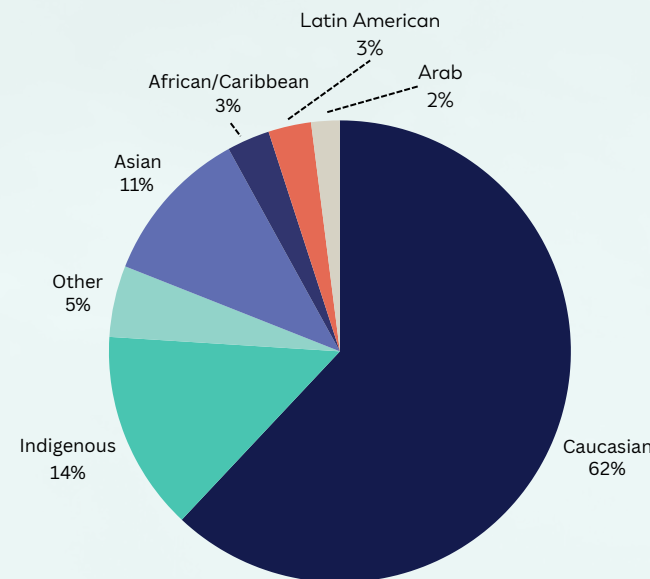
2,680

CHILDREN, YOUTH & FAMILIES SUPPORTED

between April 2023 and March 2024

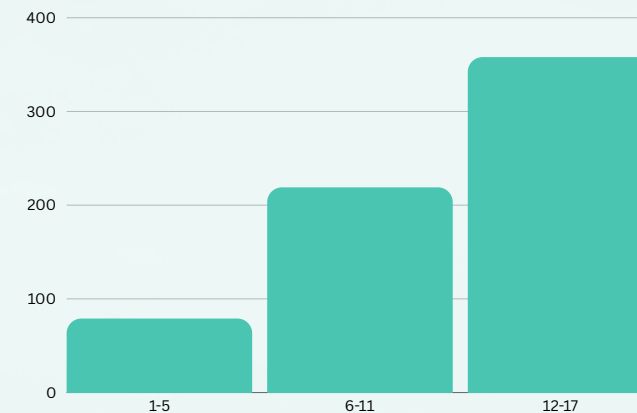


ETHNICITY



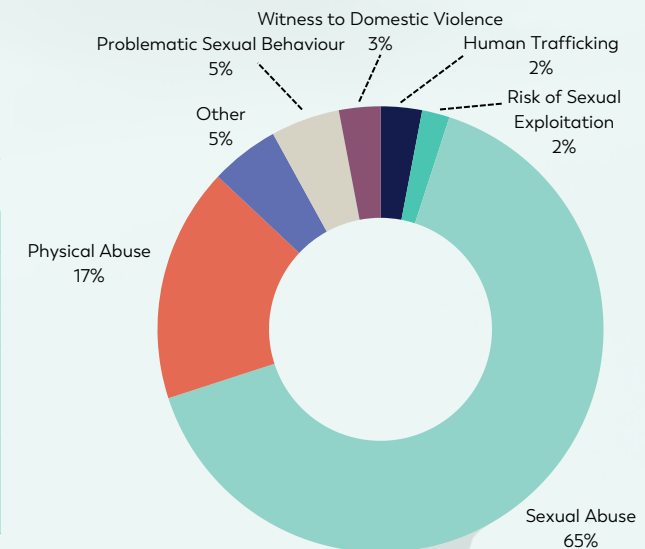
Indigenous children are the second-most commonly reported ethnicity served at Luna. The fact that Indigenous people make up approximately 7% of the Alberta population, means Luna serves a disproportionate number of Indigenous families. Building relationships and partnerships with our Indigenous communities remains a key focus for Luna so that we can better serve Indigenous children and families.

AGES



We have seen that the characteristics of abuse change based on the age of the child or youth. For instance, children 11 and under experience more ongoing abuse; additionally, the relationship to the accused becomes more varied as children and youth get older. Understanding the nuances of abuse based on a child's age can be beneficial knowledge for prevention strategies, community education, and service delivery.

ABUSE TYPE



Understanding current and emerging trends, such as how the internet can facilitate abuse, is a crucial element of strong practice and evidence-informed decision-making. This year, approximately 10% of cases at Luna involved internet-based child sexual abuse, including child images, child viewing, online luring, and being photographed or recorded. In 21% of these cases, there was also an element of exploitation, such as extorting children and youth for money by using their intimate images as collateral.

GENDER

68% OF VICTIMS ARE FEMALE



27% of victims are male and 5% are gender diverse.

MEASURING OUR IMPACT

This past year, we introduced child and caregiver surveys to gain insight into the experiences of the children, youth, and families we support at Luna. This feedback is providing an additional means of measuring the impact of our interventions, programs, and services, and identifying any areas of focus or improvement.

82%

of children, youth and caregivers report that services are agile and responsive

76%

of children, youth and caregivers know what to expect at Luna

YEAR IN REVIEW

APRIL 2023 - MARCH 2024

731

CHILD LIFE SUPPORT



3,357

THERAPY SESSIONS

816

FORENSIC INTERVIEWS



12,630

VICTIM SERVICES SUPPORTS

5,985

CHILD SPACE VISITORS



51
MEDICAL CONSULTS



68
REMOTE TESTIMONY REQUESTS



206
FACILITY DOGS SUPPORT
Interviews, medical exams, crown meetings, and court appearances.



2,951 REFERRALS

ACROSS ALL LUNA PROGRAMS AND PARTNERS

872

JICAT

(Joint Investigative Child Abuse Team of CPS, CS and AHS)

459

RCMP

(Royal Canadian Mounted Police)

1,082

CARRT

(Child at Risk Response Team)

342

AVIRT

(Alberta Vulnerable Infant Response Team)

196

POST

(Prenatal Outreach Support Team)



In 2023, our beloved DWW Webster retired after 7 years of dedicated service; We welcomed DWW Zoom to our Facility Dogs program and she is already working alongside DWW Axel to provide critical support to children, youth, and families with interviews, medical exams, crown meetings and court appearances.

In 2023-24, the **Joint Investigative Child Abuse Team (JICAT)** received **872 total referrals to triage**, up from 701 in the year prior. Likewise, for Luna's **Victim Services** team, **803 new files were supported** this past year, up from 776 files the previous year.

Scan the QR Codes, or click the underlined text, to watch videos about Luna's services

A STRONG COLLABORATIVE TEAM

Our multi-disciplinary team (MDT) is made up of more than 130 professionals from law enforcement, child protection, prosecution, health, victim services, education, prevention, and advocacy. Each member of this team brings individual expertise and focus while relying on collaboration and partnership to ensure the best outcomes for children and families.

The work of a child and youth advocacy centre is challenging and ever evolving, but throughout the year, our amazing team has remained deeply committed to continuous learning and development, to contributing to research and evaluation, to sharing expertise and knowledge, and to the health and well-being of the team so that we can have a greater impact on those we serve and our community.



75%

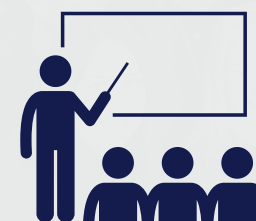
Of child abuse files were addressed collaboratively by 2 or more members of the MDT



4,000+

Volunteer hours over the past year

Luna's dedicated volunteers are an integral part of the team, and include Victim Advocates, Court Support, Child Space, dogs and handlers from PALS, knitters, quilters, event and admin volunteers, and board members.



40+

Staff training sessions

Staff participated in over 40 learning and training sessions this past year, including specialized initiatives focused on organizational health and wellness, and equity, diversity and inclusion.



4 DAYS

Average time between a report of child abuse and response to triage

EXPANDING OUR REACH & IMPACT

Luna is one of 9 child and youth advocacy centres across Alberta and over 40 throughout the Canada. This past year, we continued to play a leading role in the national movement of child and youth advocacy centres, both through our work in helping to establish a Canadian association of CYACs, and in the development and launch of a national research and knowledge centre.

Born out of the partnership forged between Luna and University of Calgary's Faculty of Social Work, and through engagement with other CYACs across Canada, the Canadian Child and Youth Advocacy Research and Knowledge Centre has evolved into a groundbreaking initiative to establish a hub for national research and knowledge mobilization, underscoring the transformative power of collaboration.



18

Case conferences, with 83% involving 3 or more Partners

8

Research projects underway

10

Canadian universities engaged in research at Luna

7

Researchers across 14 faculties

I AN INFORMED & ENGAGED COMMUNITY

Luna's journey in supporting children and youth who have experienced abuse has underscored the need for a more focused, comprehensive, and coordinated approach to prevention. This is why, in 2023, we began developing a three-year Child Abuse Prevention Strategy with input from our Partners and other experts. As we've continued our vital work in intervention and healing, we have also taken on a more upstream role in protecting children and youth by **building child and youth safe cultures through awareness raising and education; enhancing collaborative approaches to prevention; and strengthening and mobilizing the evidence base through research and evaluation.**



50,000+

Visits to Luna's website



654,879

Individuals reached across all social media platforms



2,000,000

media impressions for Luna's Be the Light prevention campaign



400+

Professionals took our Prevention Pledge

Our partnership with **Education** continues to be a critical component of both our intervention and prevention work. As we continued to deepen our collaboration with Calgary Board of Education and Calgary Catholic School District this past year, we also partnered with Rocky View School Division, Golden Hills, Foothills, Christ the Redeemer, Palliser, and Prairie Land. These partnerships have allowed us to engage on the issues that are important to schools in the communities that Luna serves, to ensure school staff are connected to Luna and have the support and resources they need, and to make certain that children and youth who come to Luna are supported in their schools.

8

school districts signed on as Education Partners

94%

of school staff say they have increased knowledge of child abuse

99%

say they better understand Luna and the services we provide

Luna's Education Liaison Supported:

59

case consults

213

case contacts

40

educational presentations

2,500

school professionals

FINANCIAL HIGHLIGHTS

REVENUES

GOVERNMENT GRANTS	\$2,856,727
FEDERAL.....	\$360,155
PROVINCIAL.....	\$2,228,005
MUNICIPAL.....	\$268,567
DONATIONS.....	\$891,639
PARTNER CONTRIBUTIONS.....	\$828,476
OTHER INCOME.....	\$318,324
TRANSFER FROM INTERNALLY RESTRICTED FUNDS.....	\$101,276
TOTAL.....	\$4,996,442

EXPENDITURES

SALARIES & BENEFITS	\$2,859,331
OCCUPANCY & FACILITY COSTS	\$1,006,617
FUNDRAISING	\$96,151
PROGRAMS	\$798,925
I.T. SUPPORT	\$81,778
COMMUNICATIONS	\$78,478
AMORTIZATION EXPENSES	\$75,162
TOTAL.....	\$4,996,422



LUNA

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LUNACENTRE.CA

CHARITABLE REGISTRATION: 82679 3283 RR0001

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