TOGETHER WE PROTECTED, EQUIPPED & EMPOWERED

4,469 PEOPLE

4,055
SAFETY, STABILITY & PREVENTATIVE EDUCATION

497
EDUCATION & SKILL BUILDING

217
OPPORTUNITIES FOR DIGNIFIED WORK

SOME PEOPLE RECEIVED MULTIPLE SERVICES
DAVE BATSTONE
CEO & PRESIDENT, NOT FOR SALE:
Among the thousands of new beginnings created for those we served in the Netherlands, Peru, Romania, Thailand, and the U.S, one moment in particular stands apart for me. During the graduation of trainees from our new U.S. based program, Reinvent, I was humbled to watch as one young woman stood up in front of her family and peers and declared ‘I didn’t even know what a CEO was, now I want to be one.’ Moments like this are a testament to the power of our supporters, without whom Not For Sale could not exist and among whom I feel an ever-growing confidence that we will win the fight against modern day slavery.”

JEREMY AFFELDT
SAN FRANCISCO GIANTS:
“It has been an honor serving as an ambassador for Not For Sale over the last six years. Their approach to fighting human trafficking is uniquely innovative. It’s been energizing to be a part of the fight with them.”

NOLA BRANTLEY
NOLA BRANTLEY SPEAKS:
“Not For Sale’s growth has been fun to watch over the last eight years. This team always leaves me wondering what they’ll be doing next. It was exciting for me to help formulate their newest project, and it is incredible to see to see their work now impacting young people here in the United States.”

GERALD MENEZES
JUNIPER NETWORKS:
“Making a change, making a difference, it’s not just a state of mind, it is a journey that we all need to walk.”

SURVIVOR
NOT FOR SALE BAY AREA:
“I was at a very tricky time in my life before I joined Not For Sale. I felt as though I had to make decisions that I didn’t want to make, and do things that I didn’t want to be doing. I never thought I was so ready to be successful. But now I know that I do have a choice, and I’m ready.”
“LET’S WALK TOGETHER. IN THE PURSUIT OF GLOBAL PROGRESS, NOT A SINGLE PERSON SHOULD BE LEFT OUT OR LEFT BEHIND IN ANY CORNER OF THE WORLD, FROM EAST TO WEST, FROM SOUTH TO NORTH.”

KAILASH SATYARTH
2010 NOT FOR SALE GLOBAL FORUM SPEAKER, 2014 NOBEL PEACE PRIZE WINNER
Protection is a cornerstone in rebuilding lives and establishing safe communities. In the short term, this means meeting the most urgent and basic needs of survivors by providing: assistance for repatriation, housing, case management, medical care, trauma counseling, legal representation, and family reintegration. In the long term, it means making those most vulnerable aware of their rights, establishing safety measures in high risk communities, and equipping everyone to recognize and prevent human trafficking.

Children and adults who have lived through years of exploitation often miss out on school and other experiences that would help them to build the skills, knowledge, and friendships that would enrich their lives and shape who they become. To help people overcome gaps in their skills, we support them through formal education all the way from kindergarten to university, and offer home learning opportunities like computer literacy and cooking. We also help people to uncover forgotten or under nurtured talents, to build friendships, and to create new memories by offering opportunities to participate in art, music, and sports camps.

Individuals are most likely to be taken advantage of when they are unable to meet their basic needs and the needs of their families. To keep survivors safe from harm, we reduce vulnerability by empowering them through dignified employment and financial self-sufficiency. We work with companies to create new jobs and training opportunities that support the professional development of survivors. Through trauma-informed work readiness training, professional coaching, vocational skills programs, and mentorship, we are creating community solutions that break the cycle of exploitation.
WHO WE SERVED IN 2014

NATIONALITIES SERVED

AFGHAN  AMERICAN  ARMENIAN
BRAZILIAN  BULGARIAN  CAMEROONIAN
CHINESE  DOMINICAN  DUTCH  ECUADORIAN
ERITREAN  FILIPINO  GHANAIAN  GUINEAN
HUNGARIAN  INDIAN  INDONESIAN  IRAQI
KENYAN  MOLDOVAN  MOROCCAN  NEPALESE
NIGERIAN  PAKISTANI  PALESTINIAN
PERUVIAN  ROMANIAN  RUSSIAN
RWANDAN  SENEGALESE  SIERRA LEONEAN
SOMALI  STATELESS  SUDANESE
SURINAMER  TOGOLESE  TUNISIAN  TURKISH
UGANDAN  UKRAINIAN  ZIMBABWEAN
SURVIVORS OF EXPLOITATION IN SAFE HOUSING

PREVENTATIVE EDUCATION TRAININGS DELIVERED TO PARENTS, CHILDREN & COMMUNITY LEADERS LIVING IN EXPLOITED COMMUNITIES

WOMEN & FAMILIES REACHED THROUGH ANTI-TRAFFICKING AWARENESS CAMPAIGNS

PROTECTING THE EXPLOITED & THOSE AT-RISK

211

348

3,300
Thousands of young women and girls in Ucayali, Peru are sold into sex slavery every year. In response to this desperate situation, Not For Sale conducts anti-trafficking workshops in the region so that villagers can recognize and respond to the dangers of modern slavery. Claudia was just one of 1,300 villagers who attended a workshop in 2014. When she came home one day to find a handwritten note from her teenage daughter saying she had been recruited for a job in Lima, Claudia knew enough to be suspicious and acted quickly. Claudia’s daughter had indeed been sold into a brothel in Lima. With the cooperation of the authorities, Claudia and her family were able to swiftly rescue her daughter. Without this help, her story would have had a different ending.
EQUIPPING SURVIVORS WITH SKILLS, EDUCATION & CONFI DENCE

307 CHILDREN FREE TO PLAY AT TEAM NOT FOR SALE CAMPS

550 EDUCATIONAL WORKSHOPS, IN SKILLS RANGING FROM COMPUTER LITERACY TO NUTRITION, DELIVERED

331 CHILDREN & YOUNG PEOPLE IN SCHOOL
KIDS FREE TO PLAY AT SUMMER SPORTS CAMPS

Every year Not For Sale summer camps reach hundreds of children who have been victims of exploitation, enabling them to celebrate the power of play through sports, games, art, dance, music, and excursions that they would otherwise not be able to experience. The camps give children in recovery a positive outlet for their energy and a chance to simply be children. In 2014, more than 300 children took part in Team Not For Sale camps in Romania, India and Thailand, thanks to the support of 40 volunteers from companies such as Juniper Networks and AllSaints. In the words of one survivor, Adriana: “I didn’t have a childhood, but these children are like my brothers and sisters.”
EMPOWERING THE VULNERABLE TO SELF SUFFICIENCY

Organic & Fairtrade certifications delivered in 2012 are helping over 1,100 people earn more money today.

66 adults placed into new, dignified working opportunities.

296 vocational & work readiness courses completed.

Long-term impact.
In the fall of 2014, we launched our first U.S. based program, Reinvent: Bay Area. The program prepares disconnected youth affected by exploitation for work through job readiness and hands-on work experience. According to Naila, who graduated from the readiness program in September: “I have been in this lifestyle since I was 13, and it has been a pretty rough road. Two months ago I was jobless, homeless, everything-less.” Now, Naila is employed as a full-time, junior administrator. Molly, who works for one of the key training partners, Dignitá, says: “I’ve always known that I wanted to use my talents to help girls who haven’t had the opportunities I’ve had. Working with Not For Sale, I have an opportunity to help young people build their skills, gain a thorough understanding of what they are capable of, and teach them to have the courage to understand that they are really wonderful.”
COLLABORATING WITH BUSINESS IN THE FIGHT AGAINST SLAVERY

1,151,685 co-branded products sold to deliver key funding to Not For Sale’s projects & create awareness of human trafficking

38,104 consumers reached through Not For Sale’s Industry Reports

84 brands assessed on their efforts to guard against modern slavery in their supply chains
The business community is uniting with Not For Sale to fight modern day slavery. Our business partners are: educating consumers to bring awareness to the issue; providing funding, resources and employee expertise to equip the vulnerable; creating dignified opportunities for survivors entering the workforce; implementing solutions to prevent supply chain abuses; and leveraging their cultural influence to create a world where no one is for sale. In 2014, Not For Sale worked with companies across 11 countries -- just a few of those partners are highlighted here.
YOU ARE **NOT FOR SALE**

Our deepest gratitude goes to the army of dedicated and generous supporters who have brought Not For Sale’s mission to life. To all of our donors, we are sincerely thankful to have you with us in the fight against human trafficking. We would like to give special thanks for the major gifts made by the following supporters:

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