In 2015 we enjoyed our 8th year as an organization, so we wanted to take this chance to offer you our deepest appreciation. Thank you for your ongoing and incredible support.

When we set out on this journey in 2007, we knew survivors of human trafficking needed a worldwide family network that could love, support, and empower them. You have unequivocally accomplished this, and for that, we are eternally grateful to you. Throughout this report you will witness the direct outcomes of your generosity and encouragement.

At the end of the day, Not For Sale is a family. As we all know, families go through good times and hard times. We are no different. Yet in the end we rally together for the mission we have embarked upon: to ensure that we have put the course of humanity on the trajectory of freedom. To create a world where no one is for sale.

We could not be more excited about 2016 and all that it has in store for us. We have big plans and new initiatives that we are thrilled to be unveiling, so continue checking for updates and opportunities to engage.

Gratefully Yours,

Dave & Mark
Co-founders,
Not For Sale
Together we can end slavery in our lifetime.
WORLDWIDE IN 2015

1,940

SURVIVORS AND AT-RISK INDIVIDUALS WERE SUPPORTED

OF ALL SURVIVORS WE SUPPORTED IN 2015
68% RECEIVED HOUSING

OF ALL CHILDREN WE SUPPORTED IN 2015
96% RECEIVED EDUCATION

OF ALL ADULTS WE SUPPORTED IN 2015
83% RECEIVED WORK READINESS TRAINING

OF ALL ADULTS WE SUPPORTED IN 2015
21% RECEIVED EMPLOYMENT OPPORTUNITIES

68% WERE FEMALE

32% WERE MALE

70% WERE CHILDREN
PROJECTS IN
FOUR
CITIES WORLDWIDE

SAN FRANCISCO, USA
AMSTERDAM, NETHERLANDS
TIMISOARA, ROMANIA
CHIANG RAI, THAILAND
In Romania, Not For Sale offers long-term rehabilitation to survivors of human trafficking and at-risk children. Survivors are supported with a wide range of services including safe housing, legal advocacy, extensive counseling, education, and job training. Not For Sale Romania provides flexible and personalized care while offering unconditional support to each survivor.
The Netherlands

In Amsterdam, Not For Sale offers professional culinary training to survivors of human trafficking. During their culinary internships, survivors gain valuable job and life skills designed to help them find dignified employment in their home countries while experiencing a normal, healthy work environment that offers them a sense of equality and empowerment.
Thailand

Not For Sale works to provide safety and stability to vulnerable and exploited children of Northern Thailand. The program provides them access to education and increased opportunities for future employment. Not For Sale aims to restore these children’s childhoods by creating an environment in which they can learn, play, and feel supported.
Not For Sale’s REINVENT program is designed to empower survivors of human trafficking by creating dignified, sustainable opportunities for work. The program provides survivors and at-risk women with job-readiness training, followed by placements in paid traineeships with local San Francisco Bay Area businesses. Afterwards, Not For Sale works to identify long-term employment opportunities for graduates of the program.
“Two months ago I was jobless, homeless, everything-less. Before I joined Not For Sale I didn’t even know what a CEO was. Now, I want to be one.”

— NOT FOR SALE REINVENT PROGRAM GRADUATE
Our Global Impact

Survivors are nationals of 24 countries worldwide.

Co-branded products are sold in 12 countries worldwide.
A Closer Look
The Most Vulnerable Person

Based on the data collected through Not For Sale’s work in Amsterdam’s Red Light District, this is what we know about the most vulnerable woman working in The Netherlands.

- She is young: 38% are 18-25 years old.
- A mother: 46% have more than one child.
- Traditionally uneducated: 67% have never graduated from high school.
- And living in poverty: 64% come from an impoverished community.
- She was offered a job: 71% were promised employment.
- She was trafficked: 92% are from somewhere outside the Netherlands.
- Ultimately... She was sold for sex: 84% were sexually exploited.
- And separated from her children: 50% of these mothers have children in another country.
Eat Well, Do Good

In August 2015, Not For Sale Netherlands opened up the doors to an award-winning new restaurant in Amsterdam. Dignita is a unique social enterprise designed to provide certified training and employment to individuals at risk to exploitation, while offering a world-class selection of healthy food and beverages. All of the restaurant’s profits go back to Not For Sale to scale and improve training programs.

PROFITABLE WITHIN THE FIRST 3 MONTHS OF OPENING
Customers Served

>36,000

Received Culinary Training

15 Women

Joined Dignita Full-Time

2 Women

Year in Review
2015
The Business of Fighting Slavery

Not For Sale creates business solutions to combat human trafficking through four key strategies:

Product Collaborations
Supply Chain Research & Guidance
Job Training & Employment
Incubating Businesses
Product Collaborations

We partner with companies from a multitude of countries and industries, to raise funds and educate consumers about human trafficking through co-branding and product development.

CO-BRANDED PRODUCTS SOLD IN 2015

3,021,439
ACROSS 12 COUNTRIES WORLDWIDE

163%
INCREASE FROM 2014
## Job Training & Employment

We provide survivors and at-risk individuals with tools for long-term self-sufficiency through work-readiness skills and job placements. We diligently train companies how to create a healthy work environment for survivors of human trafficking.

<table>
<thead>
<tr>
<th>SEVENTEEN COMPANIES PROVIDED</th>
<th>27 TRAINEESHIPS TO SURVIVORS AND PEOPLE AT RISK TO EXPLOITATION IN AMSTERDAM &amp; SAN FRANCISCO</th>
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<tbody>
<tr>
<td>FROM THIRTEEN COMPANIES</td>
<td>26 EMPLOYEES VOLUNTEERED THEIR TIME TO PROVIDE WORK-READINESS TRAINING</td>
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<tr>
<td>MORE THAN 30 EMPLOYEES FROM OVER TEN COMPANIES COMPLETED TRAUMA INFORMED TRAINING ON HUMAN TRAFFICKING</td>
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Supply Chain Research & Guidance

We provide companies and consumers with tools to help protect and empower workers in global supply chains.

CONSUMERS REACHED

34,593

Through Not for Sale’s reports on companies’ efforts to protect workers against human trafficking

USING THE FREE2WORK ASSESSMENT TOOL

219 apparel brands were assessed on their efforts to guard against modern slavery

GRADE IMPROVEMENT

66%

Of brands assessed in both 2013 & 2015 improved their grades
Incubating Businesses

We address the root causes of human trafficking by creating economic opportunity for the people and communities who are traditionally left out of the global economy.

REBBL

Not For Sale launched REBBL in 2011 as a way to expand its impact and generate sustaining revenue for the organization. REBBL is an innovative herbal-powered ready-to-drink beverage that can be found nationwide at Whole Foods and other grocery stores and cafes. Together, REBBL and Not For Sale are working to create transparency and dignity within the REBBL supply chain.

IN 2015, REBBL’S DONATIONS COVERED

2.5% OF GROSS SALES ARE DONATED TO NOT FOR SALE

15% OF NOT FOR SALE’S TOTAL OVERHEAD COSTS
Not For Sale believes that in order for the anti-trafficking movement to grow, it must find ways to attract talented entrepreneurs and business leaders to the fight against slavery. To that end, in 2015 REBBL hired former Clif Bar CEO Sheryl O’Laughlin to grow the company’s sales and expand its market share.

We desire REBBL to be a model for positive business practice now and well into the future.