

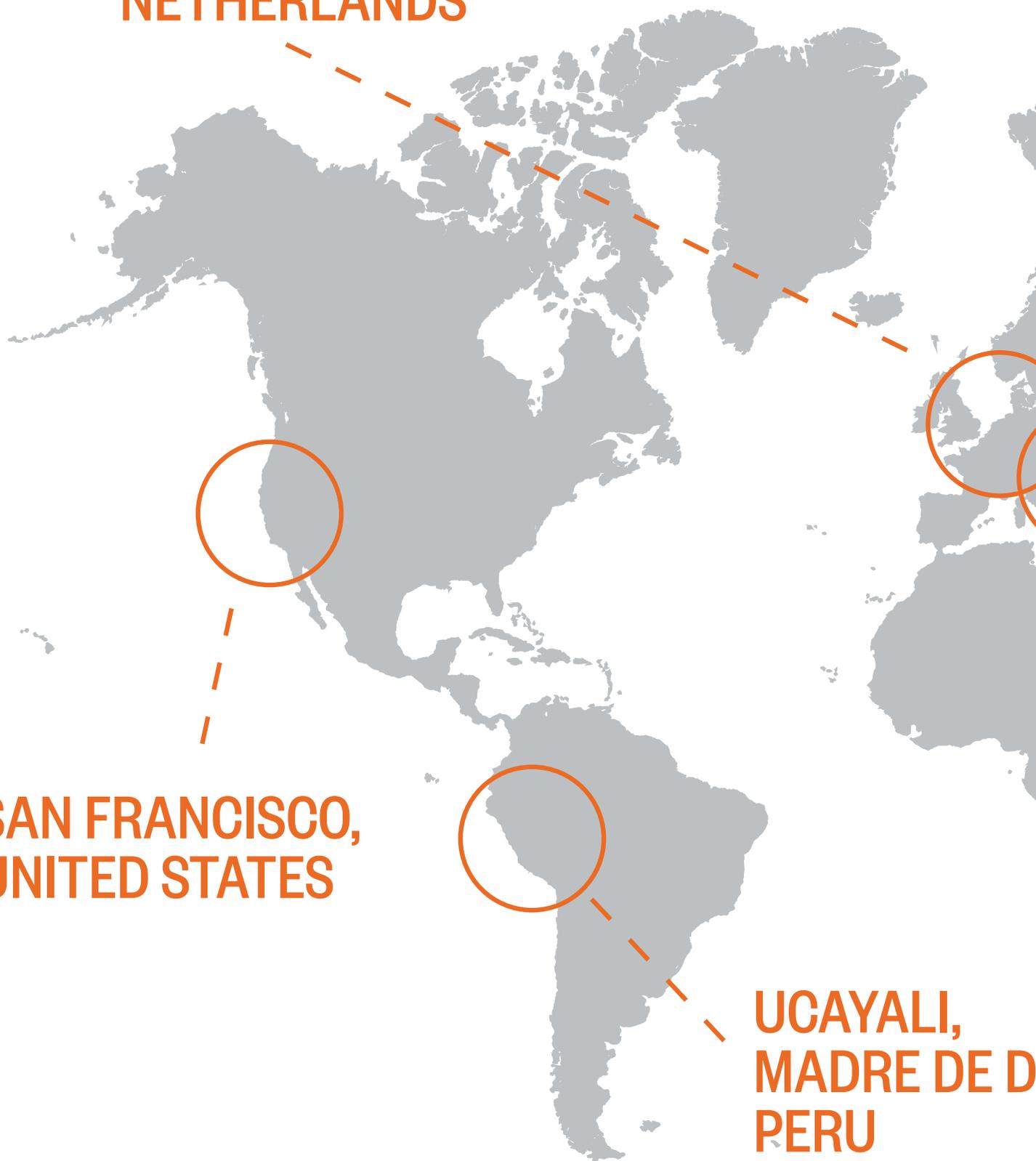
NOT FOR SALE

2014 ANNUAL REPORT



NOT FOR SALE 2014 ANNUAL REPORT

AMSTERDAM,
NETHERLANDS



SAN FRANCISCO,
UNITED STATES

UCAYALI,
MADRE DE D
PERU

**CHIANG SAEN,
MAE SAI,
THAILAND**

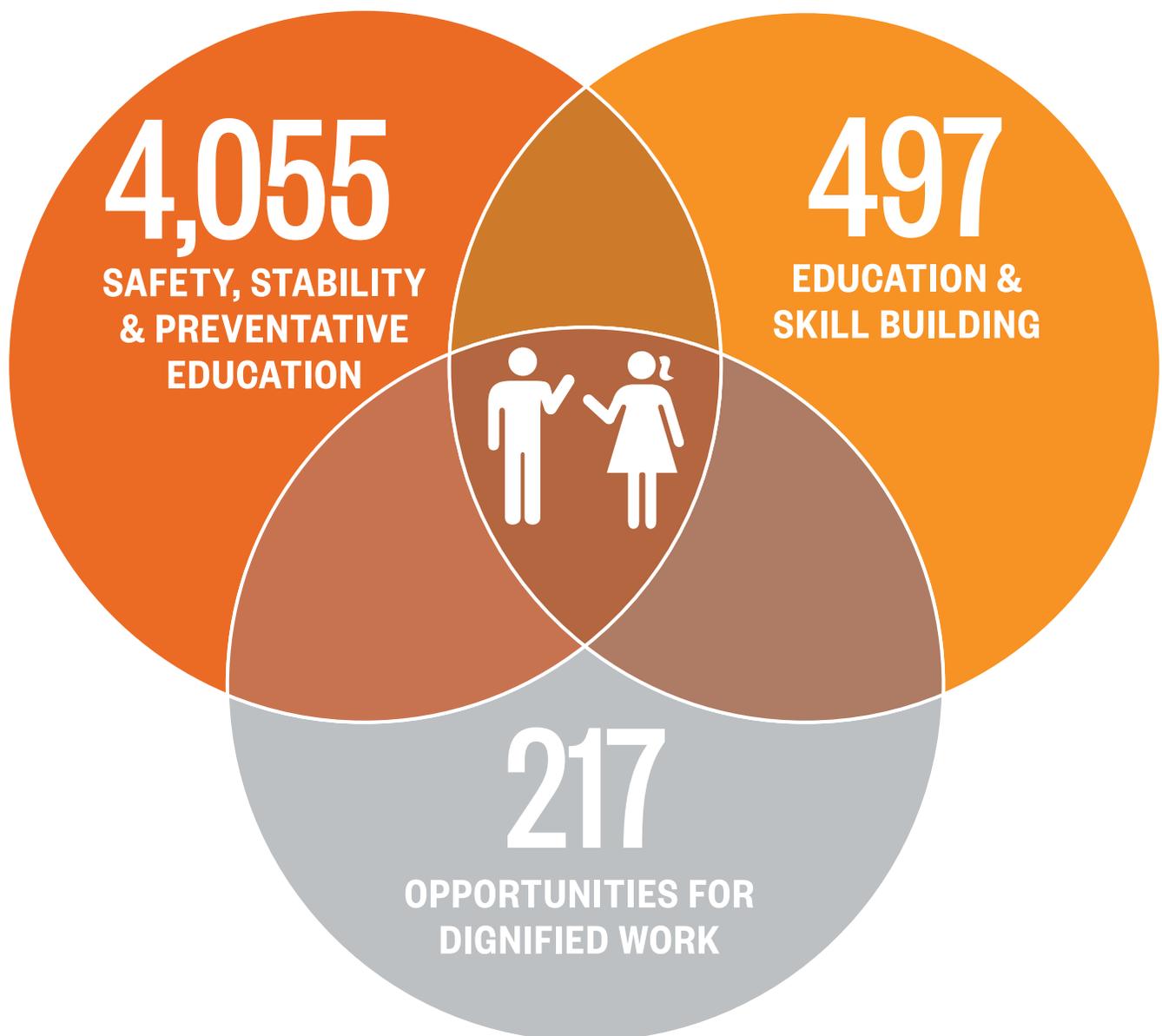
**BANGALORE,
INDIA**

**TIMISOARA,
ROMANIA**

IOS,



TOGETHER WE PROTECTED,
EQUIPPED & EMPOWERED
4,469 PEOPLE



SOME PEOPLE RECEIVED MULTIPLE SERVICES



WE ARE NOT FOR SALE

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.”

WHAT WE DO TOGETHER **TO PROTECT,**

“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 SATYARTHI

2010 NOT FOR SALE GLOBAL FORUM SPEAKER,
2014 NOBEL PEACE PRIZE WINNER

EQUIP, EMPOWER

PROTECT

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.

EQUIP

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.

EMPOWER

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

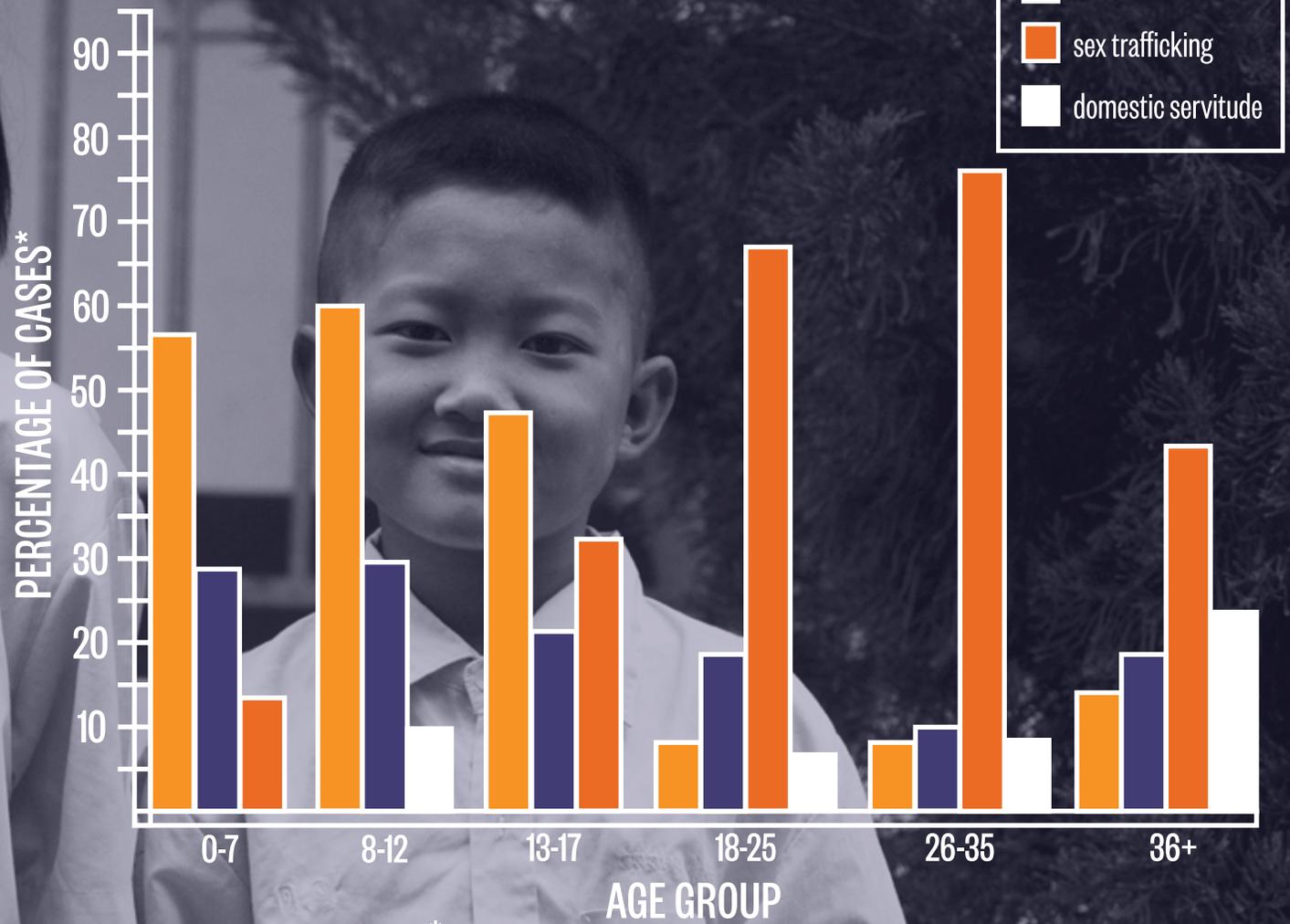
RWANDAN SENEGALESE **SIERRA LEONEAN**

SOMALI **STATELESS** SUDANESE

SURINAMER TOGOLESE **TUNISIAN** TURKISH

UGANDAN **UKRAINIAN** ZIMBABWEAN

TYPE OF EXPLOITATION BY AGE



* based on data gathered by Not For Sale for each age group

TYPE OF EXPLOITATION BY GENDER



PROTECTING THE EXPLOITED & THOSE

211



SURVIVORS OF
EXPLOITATION IN
SAFE HOUSING

348



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

3,300



WOMEN & FAMILIES
REACHED THROUGH
ANTI-TRAFFICKING
AWARENESS
CAMPAIGNS



SE AT-RISK

MOTHER APPLIES TRAINING TO RECOVER TRAFFICKED DAUGHTER

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,

307



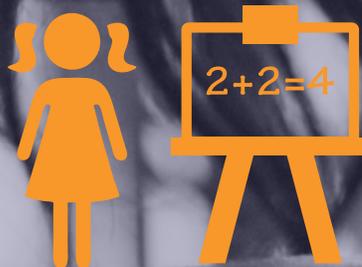
CHILDREN FREE TO
PLAY AT TEAM NOT
FOR SALE CAMPS

550



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

331



CHILDREN & YOUNG
PEOPLE IN SCHOOL

EDUCATION & CONFIDENCE

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 S

66



ADULTS PLACED INTO
NEW, DIGNIFIED
WORKING
OPPORTUNITIES

296



VOCATIONAL &
WORK READINESS
COURSES COMPLETED

LONG-TERM IMPACT



FAIRTRADE



ORGANIC & FAIRTRADE CERTIFICATIONS DELIVERED IN 2012
ARE HELPING OVER 1,100 PEOPLE EARN MORE MONEY TODAY

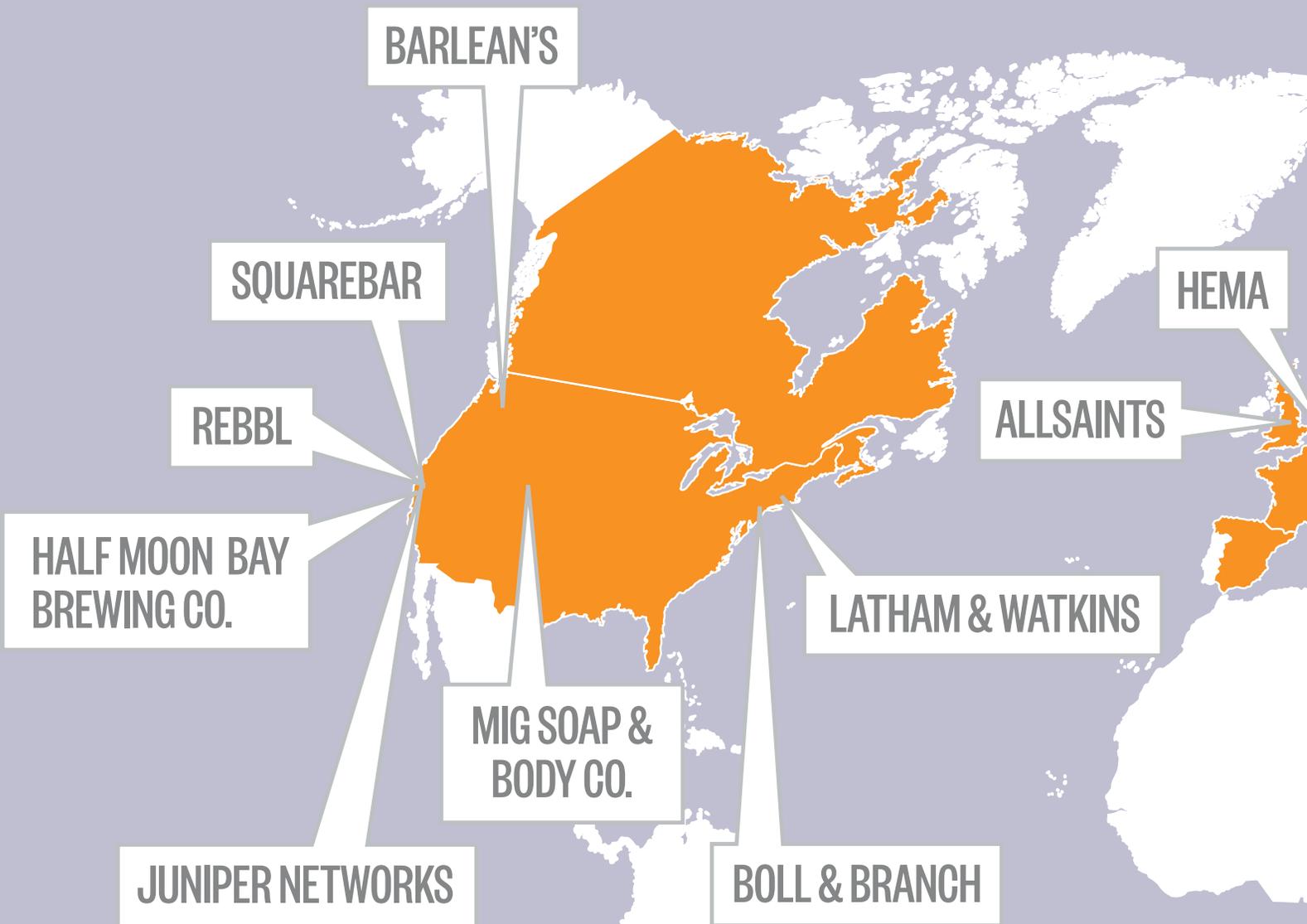


SELF SUFFICIENCY

REINVENTING OPPORTUNITY IN THE BAY AREA

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 T



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 FIGHT AGAINST SLAVERY

A map of Asia is shown in white against a grey background. Several countries are highlighted in orange, including Japan, South Korea, and Australia. Two callout boxes with white backgrounds and black text are connected to the map by thin lines. One callout box points to the Japanese archipelago and contains the text 'NOT FOR SALE ALE'. The other callout box points to Australia and contains the text 'BLISS CO.'.

NOT FOR SALE ALE

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.

BLISS CO.

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:

31 Bits Designs

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AllSaints

Arthur & Charlotte Zitrin
Foundation

Audacity Factory

Barlean's

The Barry & Marie
Lipman Family Prize

Baseballism

Becky & Allen Waggoner

Bliss Co

Bob Kerstetter

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Brandon Belt

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