

2015

Annual Impact

NOT FOR SALE



A Family of Abolitionists



A WORD FROM OUR FOUNDERS

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



68%
WERE FEMALE



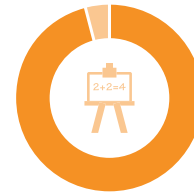
32%
WERE MALE



70%
WERE CHILDREN



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



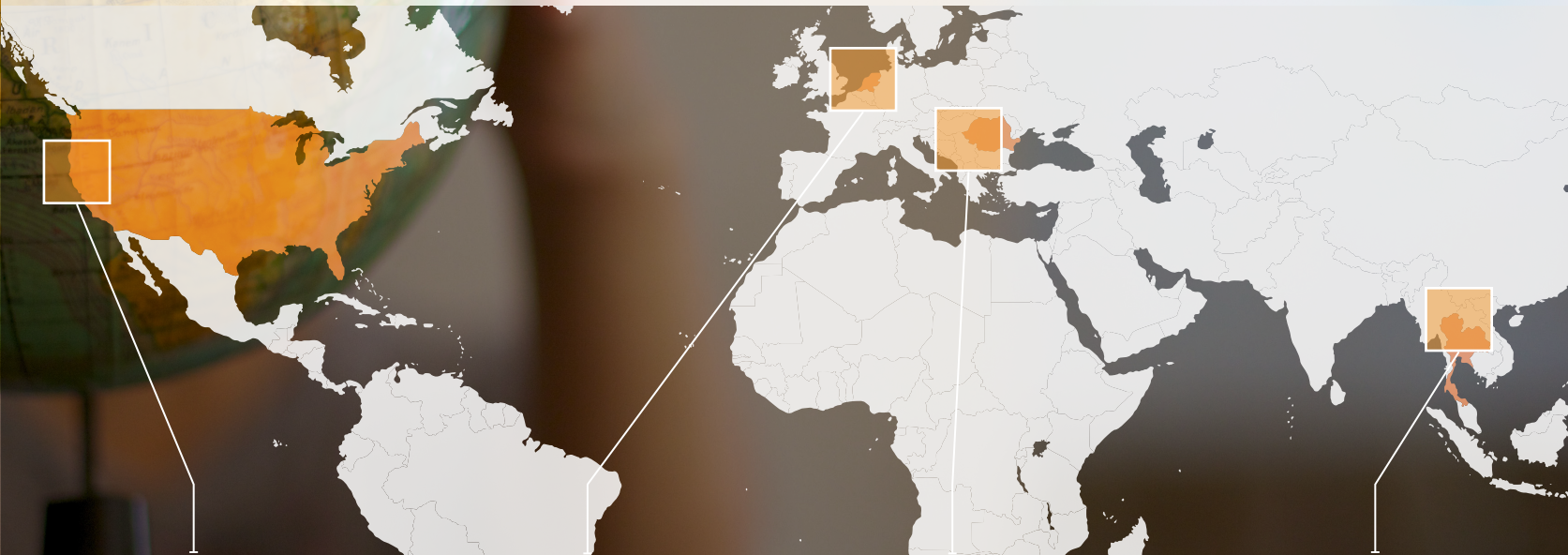
OF ALL ADULTS
WE SUPPORTED IN 2015
21%
RECEIVED EMPLOYMENT
OPPORTUNITIES



PROJECTS IN

FOUR

CITIES WORLDWIDE



SAN FRANCISCO,
USA

AMSTERDAM,
NETHERLANDS

TIMISOARA,
ROMANIA

CHIANG RAI,
THAILAND



Romania



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.





United States

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

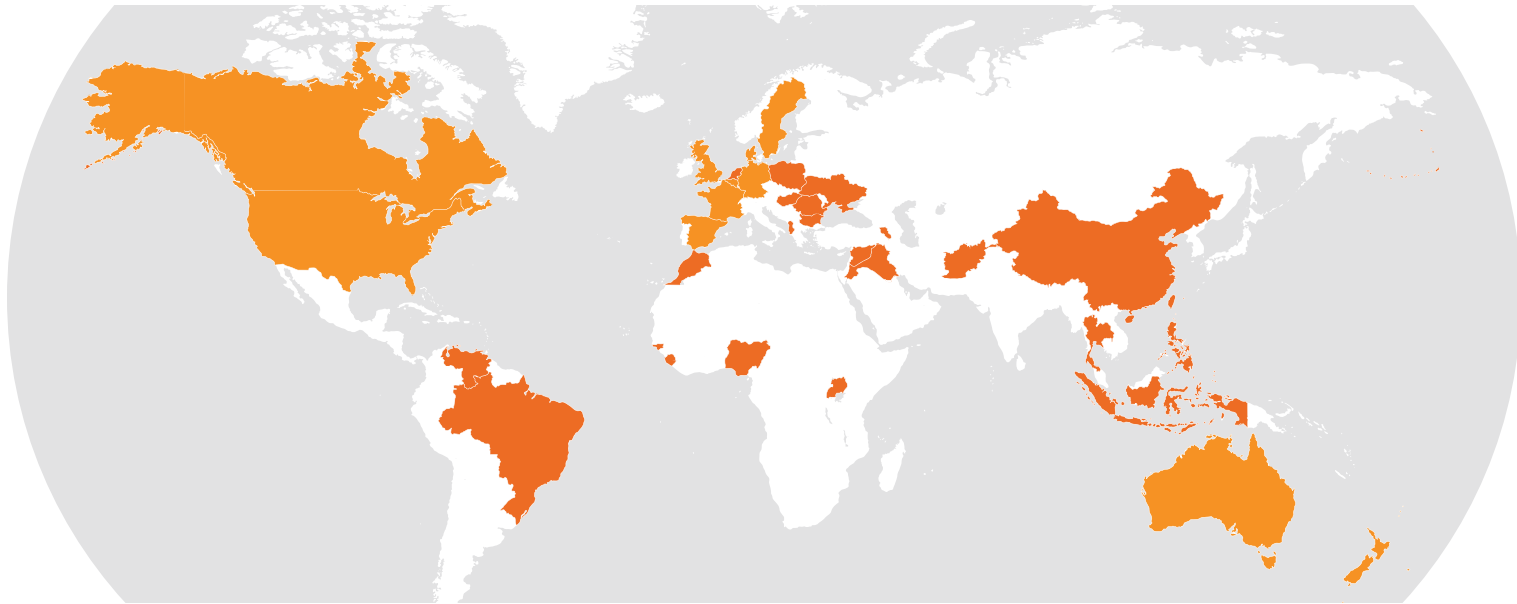
CO-BRANDED
PRODUCTS
ARE SOLD IN

12

COUNTRIES
WORLDWIDE



Not For Sale Around The World



COUNTRIES SURVIVORS ARE NATIONALS OF

Afghanistan	Bulgaria	Hungary	Netherlands	Romania	Uganda
Albania	China	Indonesia	Nigeria	Sierra Leone	Ukraine
Armenia	Dutch Antilles	Iraq	Philippines	Syria	U.S.A.
Brazil	Guinea-Bissau	Morocco	Poland	Thailand	Venezuela

COUNTRIES CO-BRANDED PRODUCTS ARE SOLD IN

Australia	Canada	France	Netherlands	Spain	UK
Belgium	Denmark	Germany	New Zealand	Sweden	U.S.A.



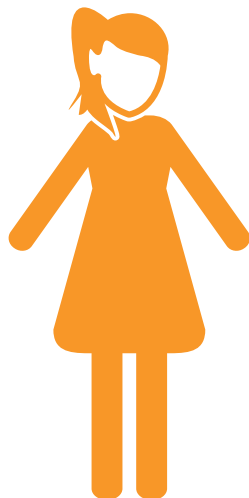
A Closer Look



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%
NEVER GRADUATED
FROM HIGH SCHOOL



AND LIVING IN
POVERTY
64%
COME FROM AN
IMPOVERISHED
COMMUNITY

SHE WAS
OFFERED A JOB
71%
WERE **PROMISED**
EMPLOYMENT



BY SOMEONE
SHE KNEW
41%
WERE EXPLOITED
BY SOMEONE THEY
KNEW PERSONALLY

THEN
TRAFFICKED
92%
ARE FROM
SOMEWHERE
OUTSIDE THE
NETHERLANDS



AND
SEPARATED FROM
HER CHILDREN
50%
OF THESE MOTHERS
HAVE **CHILDREN IN**
ANOTHER COUNTRY

ULTIMATELY...



SHE WAS
SOLD FOR SEX
84%
WERE SEXUALLY
EXPLOITED



Year in Review
2015

CUSTOMERS SERVED

>36,000

RECEIVED CULINARY TRAINING

15 WOMEN

JOINED DIGNITA FULL-TIME

2 WOMEN



NOT FOR SALE

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.

SEVENTEEN
COMPANIES PROVIDED
27
TRAINEESHIPS
TO SURVIVORS AND
PEOPLE AT RISK TO
EXPLOITATION IN
AMSTERDAM &
SAN FRANCISCO

FROM THIRTEEN
COMPANIES
26
EMPLOYEES
VOLUNTEERED THEIR
TIME TO PROVIDE
**WORK-READINESS
TRAINING**

MORE
THAN
30
EMPLOYEES FROM
OVER **TEN**
COMPANIES
COMPLETED
**TRAUMA INFORMED
TRAINING** ON
HUMAN TRAFFICKING







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

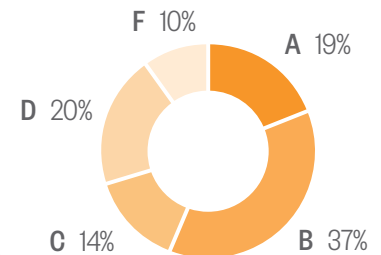
THROUGH NOT FOR SALE'S REPORTS ON COMPANIES' EFFORTS TO PROTECT WORKERS AGAINST HUMAN TRAFFICKING

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.

2.5%
OF GROSS SALES
ARE DONATED TO
NOT FOR SALE

IN 2015, REBBL'S
DONATIONS COVERED

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.



www.NotForSaleCampaign.org/donate



FACEBOOK.COM/NOTFORSALE



TWITTER.COM/NFS



INSTAGRAM.COM/NFS

TAKE ONE STEP - DONATE TODAY