

**WE ARE
NOT FOR SALE** 

JOIN OUR FIGHT FOR FREEDOM



CREATE A WORLD OF DIGNITY >


WELCOME TO NFS FUNDRAISING

Congratulations - you've taken the first step in creating a world of dignity and freedom! Your efforts and contributions will all go towards the movement to end exploitation everywhere.

Sounds daunting? Don't worry - this pack is filled with advice, ideas and information to help you to maximise the results of your NFS fundraiser - and have fun while you do it!

Since its beginning, Not For Sale has worked tirelessly across the globe to support communities that are vulnerable to human trafficking and exploitation, and thanks to generous individuals just like you, we can continue to fund critical initiatives needed in this fight.

So THANK YOU.

Every dollar makes a difference. 

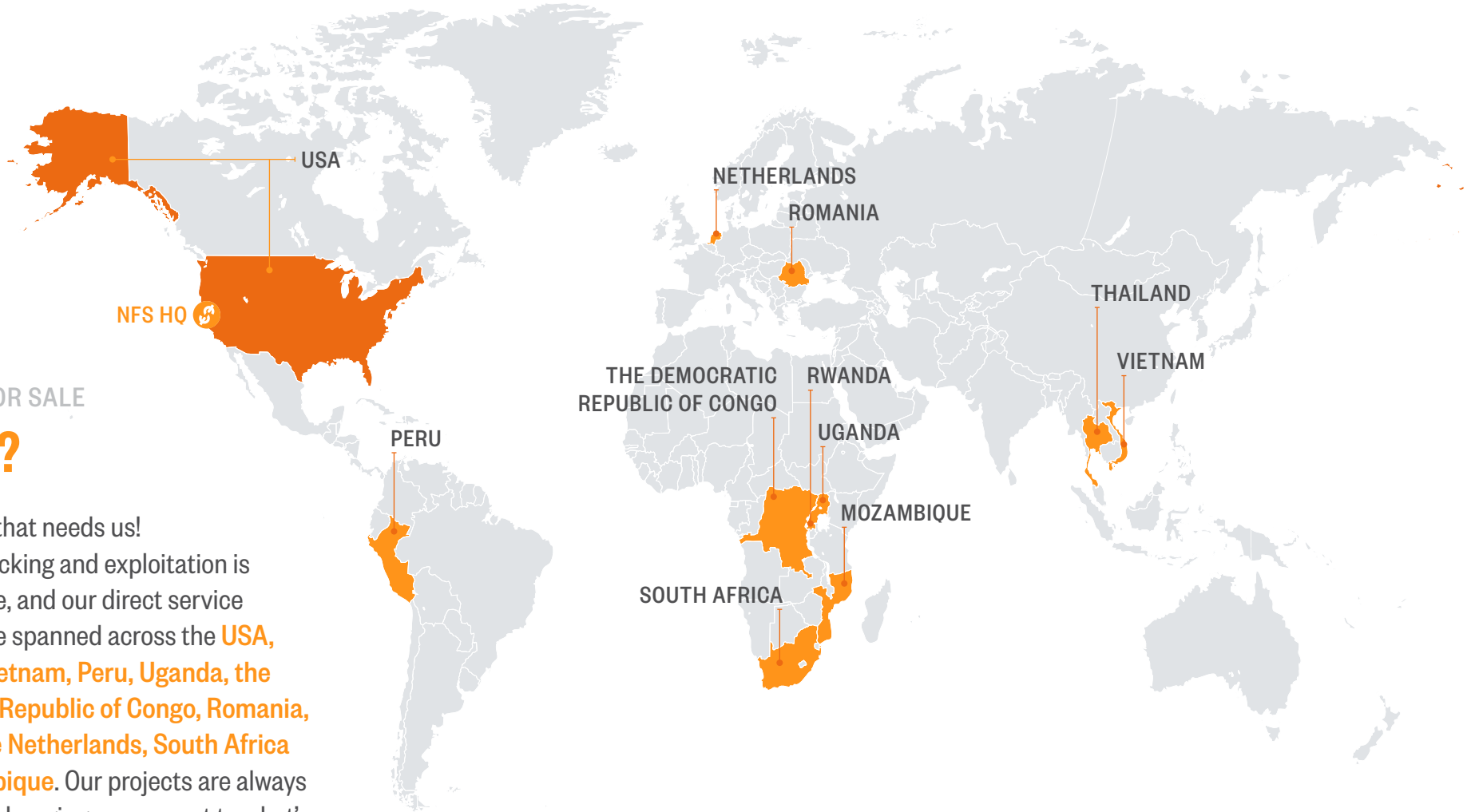


WHY NOT FOR SALE

WHAT'S THIS ALL ABOUT?

Lack of economic opportunity and environmental degradation lead to exploitation and modern day slavery – so we are fighting to end both at their core. When healthy, people and planet function together in harmony, in a world where no one is for sale.





WHY NOT FOR SALE

WHERE?

Everywhere that needs us!

Human trafficking and exploitation is a global issue, and our direct service projects have spanned across the **USA, Thailand, Vietnam, Peru, Uganda, the Democratic Republic of Congo, Romania, Rwanda, the Netherlands, South Africa and Mozambique**. Our projects are always moving and changing as we react to what's needed - we go wherever we are needed.

WHY NOT FOR SALE

HOW DOES IT ALL WORK?

- We fight for the environment to guard it's people, fighting against illegal mining and rainforest deforestation which, in turn, protects the local communities from slavery.
- We provide long-term housing, education, medical care, legal services, counseling and job readiness training programmes to our rescued individuals.
- We create businesses with ethical supply-chains, providing fair-wage jobs to at-risk populations. (Revenues from these businesses are fed back into Not For Sale's projects.)
- We create opportunity and security for the most vulnerable targets of human trafficking. But we also go beyond, and look to stop the flow of vulnerable victims *before* they are trafficked. We do this by partnering with locals to ask key questions, research the answers, and work to not only break the cycle of poverty but to stop the causes of slavery in each region.



WHY NOT FOR SALE

WHEN DID IT ALL START?

Not For Sale's founder, David Batstone, was in Thailand when he first met Kru Nam. She was rescuing street children from exploitation, including labor and sex trafficking, whilst living in an empty field and begging for food. With no means to build a shelter, Not For Sale began with a simple goal: raise enough funds to build a home for Kru Nam and her rescued children.

Today, our Thailand project has grown into a village for more than 100 children each year, receiving housing, healthcare, food, and desperately-needed education. Not For Sale has grown into a global movement, positively impacting the lives of more than 136,000 survivors and at-risk individuals since 2007. All thanks to the generosity of people like you.



WHY NOT FOR SALE

WHO IS AFFECTED?

- **45.8 million people** worldwide are affected by modern slavery and exploitation.
- 71% of these people are **female**.
- 7/10 of sex-trafficked people are exploited in **Asia and the Pacific** region.
- **151.6 million children** aged 5-17 are in forced child labour.

WHERE WILL YOUR MONEY GO?

100% of donations go to the people who need it most.

Whether it is spent on food, shelter, or sustainable programmes, you can rest assured that your donation will be supporting survivors of trafficking, or children vulnerable to falling victim. Your donation is changing lives.



\$20 could feed one child for a month.



\$150 could provide a classroom of survivors with school supplies, textbooks and uniforms.



\$500 could provide a family with safe shelter.



\$1000 could provide much needed food and nutrients to our entire Thailand shelter for a whole month.



\$5000 could fund a budding entrepreneur for an entire year, providing them with tools to build their own future, creating jobs, and supporting even more people in their community.



**WELCOME TO NFS
FUNDRAISING**

**WHY NOT FOR
SALE?**


**WHERE WILL
YOUR MONEY GO?**

**HOW TO DONATE
ONLINE AND OFFLINE**

**DIRECT
DONATIONS**

**READY TO START
FUNDRAISING?**

**TIME TO
SHOUT!**



HOW TO DONATE ONLINE AND OFFLINE

Ready to start making a difference, but not sure how to donate? There are several ways to launch your fundraiser and donate money - something to suit everyone!

< WHERE WILL YOUR MONEY GO?

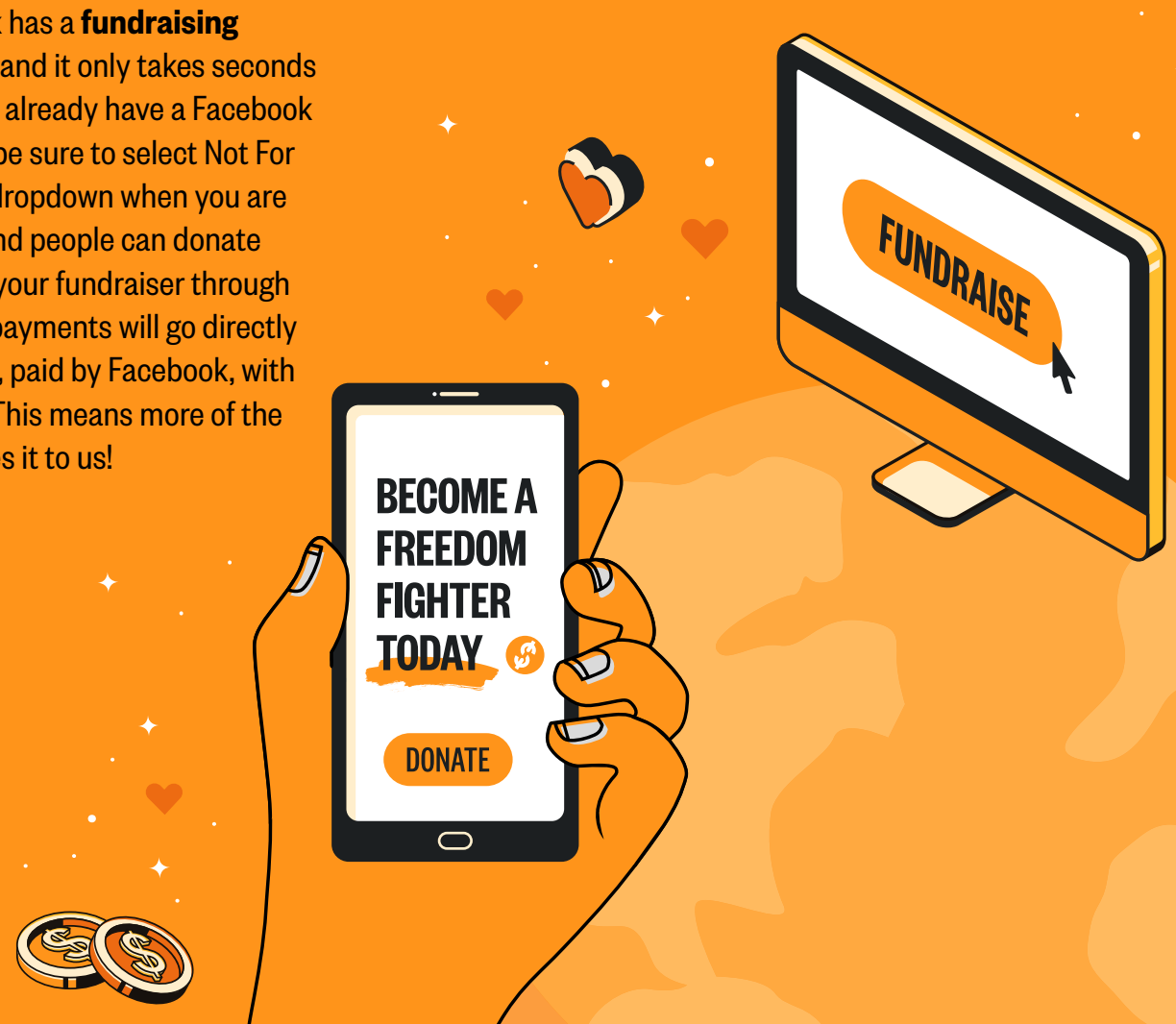
ONLINE FUNDRAISING >

ONLINE FUNDRAISING

Creating an online fundraising page is a quick and easy way to spread the word and encourage others to donate to your cause. There's a ton of websites which do the hard parts for you - all you have to do is register and tell the world about your fundraiser.

Our Not For Sale website offers various functions such as creating teams and sharing goals, making it fun for everyone to stay in the loop and even get a little competitive! Comment on others to keep everyone motivated and maybe set your team some challenges along the way. Or, you could try **Classy** or **JustGiving**, popular fundraising sites that work in similar ways.

Even Facebook has a **fundraising function** now, and it only takes seconds to set up if you already have a Facebook account! Just be sure to select Not For Sale from the dropdown when you are setting it up, and people can donate effortlessly to your fundraiser through Facebook. All payments will go directly to Not For Sale, paid by Facebook, with no extra fees. This means more of the donation makes it to us!



OFFLINE FUNDRAISING

You can donate offline by posting a cheque made out to 'Not For Sale Fund'. Make sure it's posted securely!

Our address is

**Not For Sale, 1900 Powell St,
7th Floor, Emeryville,
CA 94608**

- don't forget to include a little about yourself and what your fundraiser was, we love hearing about our kind donors!



DIRECT DONATIONS

- You can donate to NFS directly on **our website**. There are options to set up a one-off payment, or recurring payments if you want to support Not For Sale's work long-term.
- You can support us by shopping at the **Not For Sale Shop**. Purchase a t-shirt to help spread awareness and 100% of profit goes to our anti-trafficking initiatives.

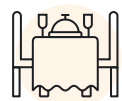


READY TO START FUNDRAISING?

Now's the fun part - putting together your fundraising campaign! There are endless imaginative ways to raise funds, but here are some of our favourites:



Spring clean. Clear out your wardrobe and sell your unwanted items on eBay, donating the proceeds to Not For Sale.



Host a dinner. Enjoy a fundraising dinner with friends and ask each attendee to contribute a donation towards anti-trafficking efforts. Make sure to educate your guests on the reality of modern slavery and ways they can get involved during the evening!



Fun-runs. Get your running shoes on and head out for a sponsored run or walk. You can do this alone or with friends, it's a great way to exercise whilst supporting our fight for freedom! Whether it's a park run, a woody hike or inner-city trek, there's an option for every ability.





Bakeoffs. Host a baking competition amongst friends with everybody paying a set donation fee to enter. The best part is enjoying all the cakes at the end!



Pub Quiz. Put together a fun pub quiz evening with your friends and charge an entrance fee to be donated at the end of the night. If quizzes aren't your thing, you can always just make it a games night with everybody bringing a board game instead.



Raffles. Speak to local businesses about donating prizes and host a raffle, with tickets costing a certain amount and all the money being donated at the end.



Book Club. Our founder David Batstone has written a book (Not for Sale) filled with his findings on modern slavery, moving stories and important information on what can be done as part of the fight for freedom. Why not host a book club to discuss it, serve up some snacks and charge a participation fee which can be donated at the end? [LINK BOOK](#)



TIME TO SHOUT!

One of the best things you can do to help is to spread the word. It will take an army of individuals to win the fight against modern slavery, so we ask you to help us by speaking up. Educate yourself on our cause via our **website**, and then talk, talk, talk the ear off anybody who is willing to listen!

Support us by following us on social media, so you can keep up to date with what's going on and share our posts @NFS #WeAreNotForSale

Download our **free digital assets available on our website** and share them on your own online spaces, encouraging your circle to check out our website.


Invite your friends to join the movement, and help us build our army!



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THANK YOU

 @notforsale

 @nfs

 @nfs

www.notforsalecampaign.org

DONATE AT <https://donate.notforsalecampaign.org>

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