

NOT  
FOR SALE

# 2011 ANNUAL REPORT



**NOT FOR SALE**

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270 Capistrano Road, Suite 2  
Half Moon Bay, CA 94019  
[notforsalecampaign.org](http://notforsalecampaign.org)

A black and white photograph showing two young children sitting on the deck of a boat. They are both looking down and appear to be in a state of distress or despair. The child on the left is wearing a dark t-shirt and shorts, while the child on the right is wearing a patterned shirt and shorts. The boat's railing and some ropes are visible in the background.

**NOT FOR SALE CREATES TOOLS THAT  
ENGAGE BUSINESS, GOVERNMENT,  
AND GRASSROOTS IN ORDER TO  
INCUBATE AND GROW SOCIAL  
ENTERPRISES TO BENEFIT ENSLAVED  
AND VULNERABLE COMMUNITIES.**

**TOGETHER, WE CAN END SLAVERY  
IN OUR LIFETIME.**

A close-up photograph of three young children, likely of Asian descent, smiling warmly at the camera. They are in a close, affectionate pose, with one child's hand visible in the foreground. The background is a soft-focus green foliage.

# ANNUAL REPORT

2011

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# LETTER FROM THE PRESIDENT

DAVID BATSTONE

## DEAR SUPPORTERS,

There is a great expanse set before us: over 30 million adults and children around the globe are enslaved in sex trafficking, forced labor, debt bondage and military servitude. Our mission, far from simple, is to end modern-day slavery in our lifetime, and we are moving at a pace that says we believe it can be done.

Not For Sale creates tools that engage business, government and grassroots in order to incubate and grow social enterprises to benefit enslaved and vulnerable communities. In 2011, we made great strides in this direction: we relaunched the Free2Play platform, our MLB partnership and Facebook micro-donation system; Free2Work became available for the first time on iPhone and Android operating systems; global leaders gathered together for not just one, but three key events (Montara Circle, Global Forum on Human Trafficking, and our first Asia Pacific Forum); and we released Empower, an online tool to assist abolitionists in engaging in the movement.

It is what these tools enable that holds the greatest significance. Our end goal is to provide new and alternative futures for men, women, and children in high-trafficked communities. Last year our social projects were able to help 1,435 survivors and at-risk individuals in six countries worldwide. Those numbers include safety and stability services for 1,255 people, job training and life skills for 742 people, and dignified work opportunities for 181 people within these regions.

I believe that our future impact will be further reaching if we identify the very basic causes of slavery and then act to address these contributing factors. For this reason, we will focus on developing economic opportunities for vulnerable populations in the upcoming year.

Thank you to all who have dedicated your time and resources to stand for freedom and provide new futures for those less fortunate. If it were not for your endless support, Not For Sale would have little impact in ending slavery. As we seek the best ways to combat human trafficking, our belief forever remains the same: no person should be for sale.

This is our rallying cry and the motivation that wakes us each day.

Together in the movement,



David Batstone  
Co-Founder and President

# OUR STORY

In 2007, David Batstone was shocked to learn that his favorite local Indian restaurant had been trafficking women to wash dishes, cook meals and perform other tasks. The story came out when a young woman, Chanti Pratipatta, died of a gas leak in an unventilated apartment owned by the proprietor of the restaurant. He had forced Pratipatta and others into slavery under the threat of reporting their illegal presence to the authorities.

"This was happening in my country at a restaurant I frequented. My shock turned into a consuming passion that took me around the world to learn more about how slavery flourishes in the shadows," said Batstone.

Burdened by a vision to see the enslaved set free, Batstone continued to explore the growing issue of human trafficking, learn about its solutions, and meet many modern-day abolitionists on the front lines. As a result, Batstone wrote *Not For Sale: The Return of the Global Slave Trade--and How We Can Fight It*, and the organization Not For Sale was born.

In the four years that followed, Not For Sale has grown into an international organization with social projects spanning the globe and influence in multiple sectors of society.

# OUR MISSION

People around the world are uniting together in a campaign for freedom. As an increasingly-connected global community, we can no longer ignore the fact that 30 million people are enslaved in our world.

Slavery is a social ill that is spills over into almost every sector of society. Our purpose is to bridge business, government, and grassroots into a unified movement to create a world free of exploitation. Everyone has unique skills and passions. By engaging the whole of society, we can cultivate a network of activists who will bring lasting change to our world.

It is a large aspiration to end slavery in our lifetime, but with enough intelligence, influence, and hard work, we can usher forth justice for the bottom billion of our world today.

# THE ISSUE



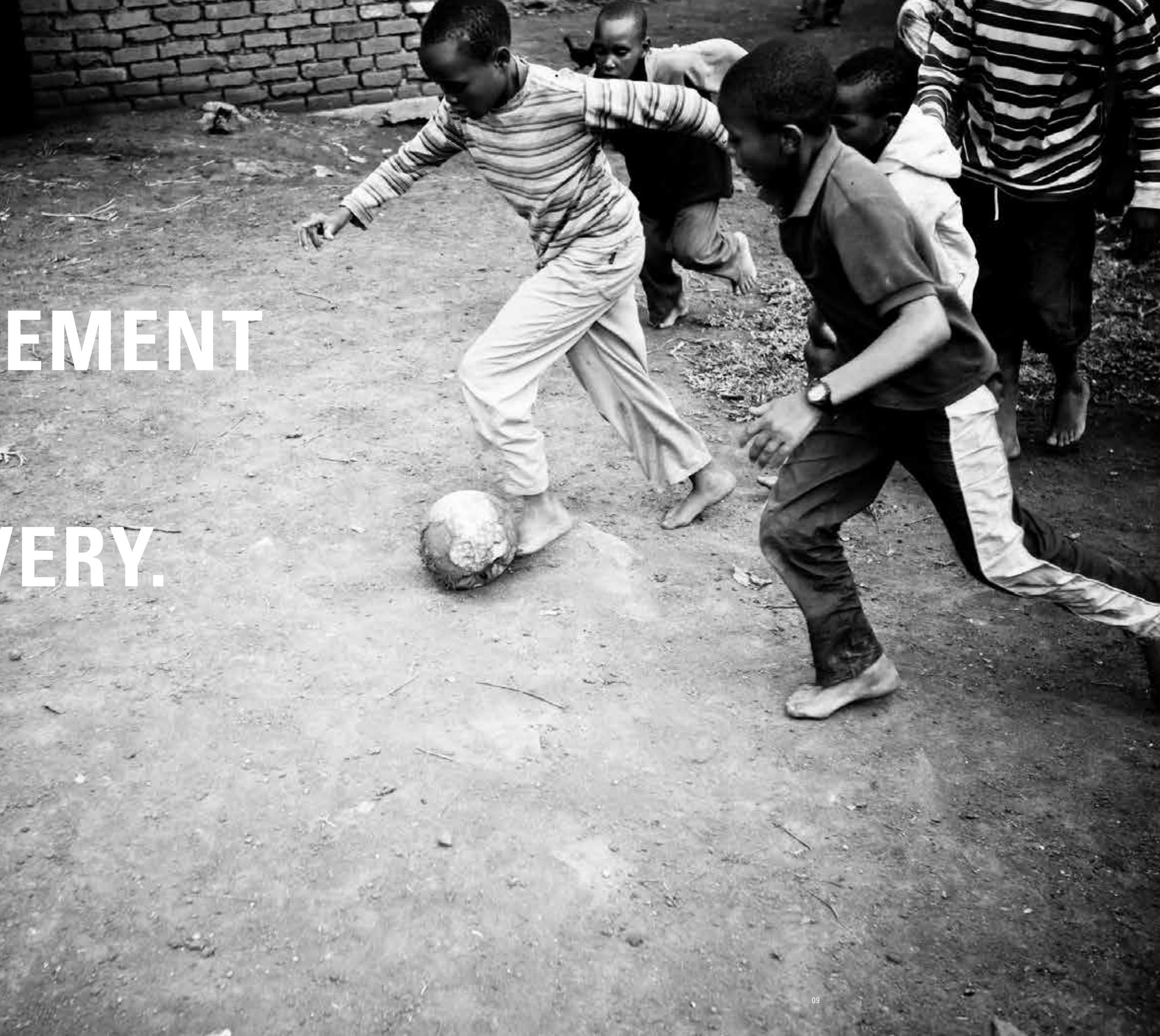
## HUMAN TRAFFICKING

Human trafficking is a contemporary form of slavery in which men, women, and children do not have the same freedoms that many of us share on a daily basis.

This is a growing issue that exists in every region across the globe. More than 30 million people in our world are held in debt bondage, forced labor, or sexual exploitation--many of which are displaced in a foreign country. Through the promise of a good paying job or by physical force, traffickers prey on those who are most vulnerable. Two million children are exploited in the global commercial sex trade each year, and 80% of all transcontinental victims are female.

The human trafficking industry is difficult to combat; the money it generates is a strong lure for those who keep it running. Grossing \$32 billion a year, slavery is the fastest-growing criminal industry on the globe. About half of its revenue is made in industrialized countries, meaning that human trafficking likely exists in your country, in your state, and possibly even your town.

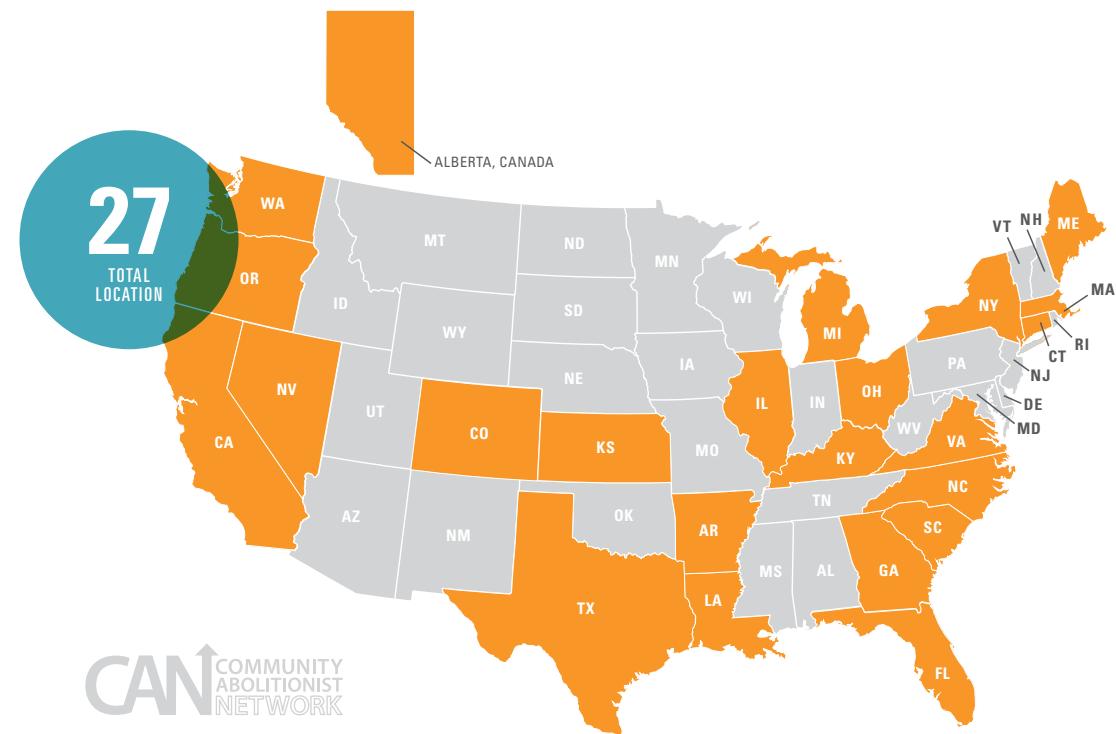
# THE MOVEMENT TO END SLAVERY.



# COMMUNITY ABOLITIONIST NETWORK

In 2011, Not For Sale directed 27 Community Abolitionist Network (CAN) chapters in North America. These locally-based outreach and awareness branches were led by 38 committed volunteer directors. CAN leaders created educational activities and platforms

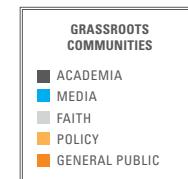
on the local level that raised funding for Not For Sale programs on the international level. Over 700 individuals served as local volunteers for CAN chapters during the year.



CAN  
COMMUNITY  
ABOLITIONIST  
NETWORK

## CHAPTER LOCATIONS

ALBERTA, CANADA  
ARKANSAS  
CONNECTICUT  
DENVER, CO  
FLORIDA  
GEORGIA  
HOUSTON, TX  
ILLINOIS  
INDIANA  
KANSAS  
LOUISIANA  
MAINE  
MASSACHUSETTS  
MICHIGAN  
MINNESOTA  
NEVADA  
NEW YORK  
NORTH CAROLINA  
NORTH SHORE, MA  
OHIO  
ORANGE COUNTY, CA  
OREGON  
SAN DIEGO, CA  
SOUTH CAROLINA  
VIRGINIA  
KENTUCKY  
WASHINGTON



# STUDENT ABOLITIONIST MOVEMENT

Since its inception, the Student Abolitionist Movement (SAM) has united and equipped students with tangible ways to take action against modern-day slavery. In 2011, SAM initiatives helped students establish action-oriented programs within their schools.

These were ways for students to become advocacy leaders among their peers. Not For Sale chapters in high schools and universities around the world engaged. They hosted Free2Play events, opened Freedom Stores and ran campaigns to fundraise, educate, and advocate for freedom.

# THE ACADEMY



## THE NOT FOR SALE ACADEMY

The Not For Sale Academy works in the space between awareness and action. The Academy is an educational platform, a justice think-tank, and a mechanism through which we aim to engage the academic community with the abolitionist movement. This year, our Academy trained over 1,100 smart activists around the United States, Korea, Sydney and Brazil.

## THE SAN FRANCISCO ACADEMY

The San Francisco Academy provides attendees with an intensive training that equips them to mobilize their home communities against human trafficking.

One Academy student worked with a non-profit organization in Europe and was looking for exactly this type of training. After discovering human trafficking in eastern Germany, she felt powerless.

*"I was passionate about the issue but had no idea what to do about it," she said.*

For many Academy students, this was a common thread of an experience.

The Web-based SlaveryMap.org documents incidents of trafficking that Academy graduates are trained to uncover through court records, newspaper reports or certified survivor shelters. Each reported case became an orange flag on a map and created a sobering view of the pervasiveness of human trafficking around the world.

## BACKYARD ACADEMY

The Backyard Academy is a mobile version of the Academy. It works to develop a response to local exploitation using community-driven tools and resources. In 2011, the Not For Sale Academy traveled from San Francisco to host events in these additional states and countries: Colorado (Colorado Springs); Washington (Redmond); Florida (West Palm Beach); Brazil (Belo Horizonte); Korea (Seoul); and Australia (Sydney).

# FELLOWSHIP

The Not For Sale Fellowship is a six-month program designed to enhance one's professional experience by working in a fast-paced, entrepreneurial social movement. In 2011, fellows from four continents contributed to the growth and development of our key initiatives including Free2Work, the Global Forum on Human Trafficking, the Student Abolitionist Movement, and the Montara Circle.

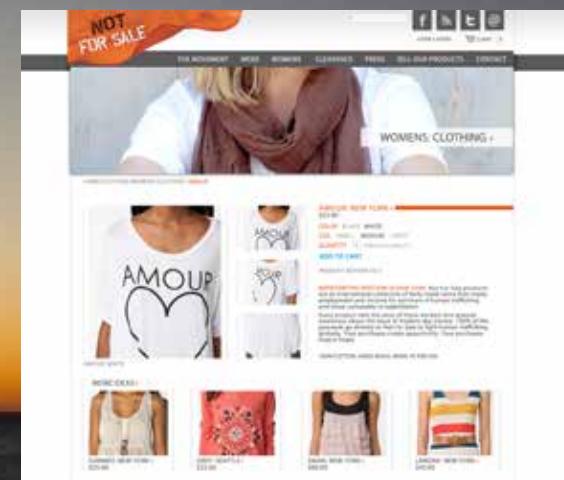


2011 FELLOWS



# STORE

Halfway through 2011, the newly-named Not For Sale Store was launched as a web portal to highlight products that create employment opportunities in Not For Sale's international projects. The store generates enterprise and employment opportunities to prevent human trafficking and create new futures for survivors. Every purchase made is an action to create freedom for others and attack root causes of slavery.



NOTFORSALESTORE.ORG

# GLOBAL FORUM

The Global Forum on Human Trafficking is one of the premier conferences exploring effective strategies for social justice. One 2011 attendee described it like this: "[Global Forum is where] the thought leadership of TED talks meets the innovation of an Apple product launch to transform the social justice space."

Hosted annually by Not For Sale since 2009, Global Forum has served as a major catalyst for mobilizing a global and united movement.



NOT FOR SALE STAFF AT THE GLOBAL FORUM



# GLOBAL FORUM HIGHLIGHTS

The 2011 Not For Sale Global Forum was our largest to-date. With more than 800 attendees and 50 speakers coming from 12 countries, the two-day event was a powerful exercise in imagining what could be for collaboration and impact in the years to come. This year we focused on the role of the high-tech industry in fighting human trafficking and featured luminaries such as Jack Dorsey, Co-Founder of Twitter and Founder of Square; Dave Morin, former Vice President of Facebook and Founder of Path, and Mark Bauhaus, Executive Vice-President of Services, Support & Operations at Juniper Networks.



DAVID BATSTONE, SARAH, THE DUCHESS OF YORK, AND JEREMY AFFELDT DRINKING REBBL TEA.

## HIGHLIGHTS

2  
DAY  
EVENT

1,000  
NEW SOCIAL  
MEDIA FOLLOWERS

OVER 11  
MILLION  
TWITTER IMPRESSIONS

OVER 20  
MEDIA OUTLETS

INCLUDING



50  
SPEAKERS

12  
COUNTRIES

# ASIA PACIFIC FORUM

The first Asia Pacific Forum on Human Trafficking debuted this year in Chiang Mai, Thailand, to discuss and explore creative solutions that would enact a social shift in the Pacific Rim. The innovative summit attracted hundreds of attendees and was covered by CNN. Global leaders including Kru Nam, Director of Not For Sale Thailand, and Pastor Eddie Byun of Onnuri Church in South Korea were a couple of the respected speakers to take the stage at the two-day event.

# NFS TOUR

The 2011 Not For Sale Tour visited universities, businesses and faith campuses around the nation to engage, equip and empower the next generation of backyard abolitionists.

Altogether, the experiential tour reached more than 5,000 people around the country in just a few short months. It also brought in more than 175 new monthly donors, and primed the campaign for an even stronger 2012.

# FREEDOM SHABBAT

Not For Sale invites people of all beliefs to use their faith to make a difference. Freedom Shabbat is a social justice movement that asks Jewish communities to remember modern-day slavery during their Passover celebrations. In 2011, Freedom Shabbat grew from only a handful of synagogues to over 80 participating communities.

# FREEDOM SUNDAY

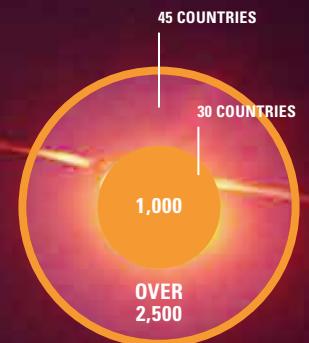
Freedom Sunday is an opportunity for the Christian community to unite together in voice, prayer and worship as a catalyst to transform the world. As the second Freedom Sunday, this year's event more than doubled in participants; it grew from 1,000 churches from 30 countries in 2010 to more than 2,500 churches from 45 countries in 2011. As an example of a tangible result, the Spring Arbor Free Methodist Church youth group raised \$6,400 for Not For Sale through their 5K fundraiser.



SPRING ARBOR METHODIST CHURCH YOUTH GROUP



FREEDOM SUNDAY SERVICES IN GULU, UGANDA, ATTENDED BY CO-FOUNDER AND EXECUTIVE DIRECTOR MARK WEXLER



# MONTARA CIRCLE



## OVERVIEW

The Montara Circle brings together entrepreneurs, visionaries, experts and investors to brainstorm and enact ideas that create opportunities and jobs for exploited and vulnerable communities. It drives our projects within social ventures, and has expanded how nonprofits think about solutions to modern-day slavery. During the event, we present attendees with 65% of a solution to a regional-specific form of exploitation. In 24 hours, participants collaborate to contribute the remaining 35% of the solution through their collective knowledge, assets and experiences.

## HIGHLIGHT

2011 was an incredible year in our organizational evolution. The Montara Circle enabled us to assist the on-boarding of new entrepreneurs, innovators and investors to the anti-slavery movement, and many of the outcomes will drive our focus into 2012.

# MONTARA CIRCLE: CALIFORNIA



## MONTARA, CALIFORNIA

In February 2011, we held our first Montara Circle. The task set forth for the group was to create a sustainable enterprise in the Madre de Dios region of the Peruvian Amazon, where roughly half of the country's forced labor occurs. The solution created at the gathering was a beverage company that would source key ingredients from the Amazon. By creating a healthy supply chain that upholds the dignity of each person in the creation of the product, we would aim to model how social enterprise can be a potent tool for lasting social impact. By the end of the year, nine investors helped **REBBL** (Roots, Extracts, Berries, Bark, and Leaves) become a viable product that will reach production by late summer 2012.

# MONTARA CIRCLE: AMSTERDAM

## AMSTERDAM

In September we held our second Montara Circle, this time in Amsterdam. The event focused on the overwhelming tide of women and girls being trafficked from Eastern to Western Europe due to economic vulnerability. From there, participants were challenged to innovate a solution that would systemically address this. Members of the Montara Circle committed to fund our farm and intervention program in Romania for survivors, while HEMA (a major European retailer) committed to purchase products from the farm. The early results have been astounding: increased training and secure jobs for survivors and at-risk communities; the implementation of Free2Work initiatives in Eastern Europe; and the roadmap for a self-sustaining economic model with HEMA.



ALLSAINTS FASHION SHOW AT MONTARA CIRCLE AMSTERDAM, HOSTED AT FIFTEEN



## HIGHLIGHTS

At the Montara Circle Amsterdam, participants heard from Henk Werson, Dutch police officer and author of *The Fatal Trap*, a book about his experience fighting trafficking in the Netherlands. As a result of the event, attendees collaboratively created a business plan for a catering company that would train survivors from the red-light district in Amsterdam. The project will be implemented in 2012.



A close-up photograph of a young child, likely of African descent, wearing a pink long-sleeved shirt and a white headband. The child is focused on operating a loom, with their hands visible as they manipulate the threads. The background is slightly blurred, showing more of the loom and possibly other workers in a textile workshop. The lighting is warm, highlighting the child's face and hands.



# FREE2WORK

The Free2Work mobile application, available on iPhone and Android operating systems, equips consumers with valuable information on brands (labor standards and production practices) at the moment they most need it--while shopping. Free2Work is the first and only app available that allows consumers to scan the barcode of an item and instantly gain access to information on the brand's efforts to prevent child and forced labor.

In 2011, Not For Sale launched version 2.0 of the Free2Work mobile application. The Free2Work app was improved to include product scanning, which allows consumers to quickly and easily receive information on the products they are purchasing. That information includes an overall brand grade and relevant industry news.



## FREE2WORK METHODOLOGY

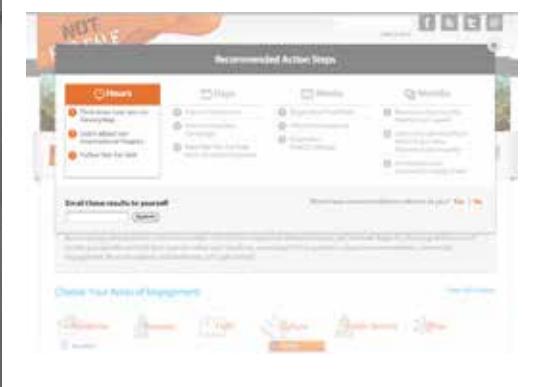
Free2Work simplifies supply chain information by rating companies on an A-to-F scale based on publicly available information. Using a complex assessment tool, Free2Work evaluates a company on their policies, monitoring, level of transparency, and workers' rights. These rankings and other information are then presented to consumers and companies online and through mobile platforms in order to influence purchasing behavior.

In 2011, Free2Work underwent consultation with over 30 partners (including NGO, corporate, and government stakeholders), to enhance its assessment process and to increase the amount of assessments provided. Through this, we improved the evaluation tool by creating a three-stage analysis process and developing a risk analysis tool for each supply chain. At the conclusion of 2011, Free2Work had reported on over 350 brands using 50 supply chain evaluations.



# EMPOWER

With the support of Juniper Networks, the Empower Tool was announced this year and launched at the Global Forum. The tool provides Not For Sale online visitors with custom guidance on how to engage in activism specific to their skills and passions.



# FREE2PLAY

Free2Play is a platform where athletes, musicians, artists, poets, and performers of all kinds can help ensure that all children have the same freedom to pursue their passions. This year, we hosted the 2nd annual Free2Play Night at AT&T Park with the San Francisco Giants, as well as received support from additional MLS teams. Those players and teams included Kari Stephenson of the San Jose Earthquakes, and the Colorado Rapids, who hosted a Free2Play Night of their own. In total, professional athletes raised more than \$25,000 in donations to Not For Sale in 2011.



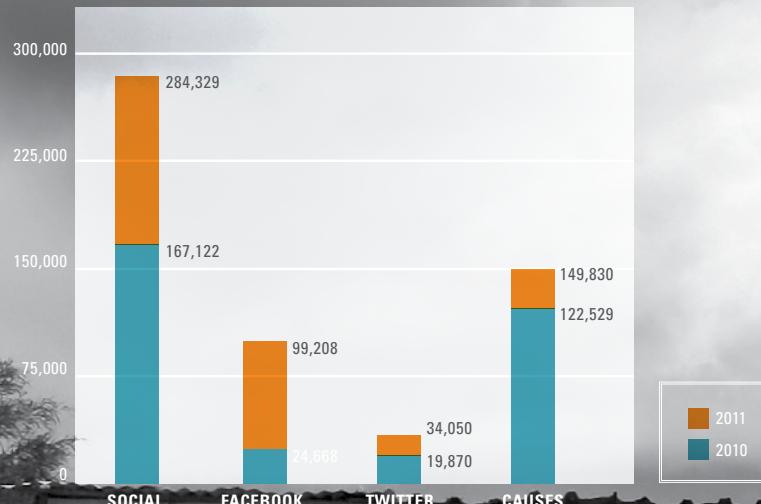
FREE2PLAY NIGHT AT AT&T PARK,  
HOME OF THE SAN FRANCISCO GIANTS



# SOCIAL ENGAGEMENT

# SLAVERY MAP

## CONSTITUENCY GROWTH



Online activism is increasingly important in the movement to end slavery. In 2011, Not For Sale's online communities grew by more than 70%. Social engagement powers the message of Free2Work, Free2Play, the Empower Tool, and many more. In 2012, Not For Sale plans to continue to develop better ways for activists to take personal action in the abolitionist movement.



SlaveryMap.org provides a powerful visualization of human trafficking in the 21st century around the globe. This interactive map displays data populated by individuals trained in researching and mapping cases at the Not For Sale Academy. From its inception in 2008 through 2011, Academy-trained researchers have posted nearly 1,700 cases of modern-day slavery and human trafficking on SlaveryMap.org, making the site an increasingly-recognized tool for understanding the face of exploitation today.

# PARTNERSHIPS

- + LATHAM & WATKINS
- + JUNIPER NETWORKS

## + LATHAM & WATKINS

Latham & Watkins began providing pro bono legal support to Not For Sale in January 2011, helping empower Not For Sale to fulfill its mission. Throughout the year, 80 Latham attorneys in 12 countries provided more than 2,500 hours of free legal services to Not For Sale on various fronts, including our cutting-edge social enterprise projects.

In the summer of 2011, Latham & Watkins attorneys joined us, along with the San Francisco Giants, at the Free2Play night at AT&T Park. A delegation of Latham & Watkins attorneys also joined us for the 2011 Global Forum on Human Trafficking. This provided a unique opportunity for different sectors of society to build

relationships and connect on a shared commitment to fight human trafficking. Latham & Watkins also participated in the Montara Circle, held in Amsterdam, where they helped educate participants on the legal system in the Netherlands as it relates to human trafficking, specifically immigration and work visa options for victims.

Latham & Watkins has become an integral partner of Not For Sale. David Batstone put it best when he said, “I thank the universe for bringing us to Latham & Watkins. The lawyers we’ve worked with have been invaluable partners in the fight to end human trafficking.”



NOT FOR SALE TEAM WITH LATHAM AND WATKINS, GLOBAL FORUM

# TECHNOLOGY PARTNER

## Juniper Networks

Juniper Networks is one of the most important strategic partnerships for Not For Sale. The Juniper Networks Foundation Fund, held by the Silicon Valley Community Foundation, has funded core projects of Not For Sale. They have played a valuable role in the development of the Free2Work mobile application and direct engagement tools such as Empower and the Skilled Volunteer Job Board.

In October 2011, Juniper Networks hosted the Global Forum on Human Trafficking at their Aspiration Dome in Sunnyvale, CA. A number of Juniper Networks employees attended and volunteered at the Forum, while others assisted in helping orchestrate the event. Juniper's partnership was at the core in making the 2011 Global Forum a success.

Juniper Networks leads the technology industry in committing to human rights, specifically with regard to challenges within corporations' vast supply chains. Juniper's corporate vision is to "connect everything, empower everyone," and the company focuses on driving technology innovation that will change the way we live and ultimately benefit the global population. It is this shared passion that makes Juniper an invaluable partner of Not For Sale and the movement.

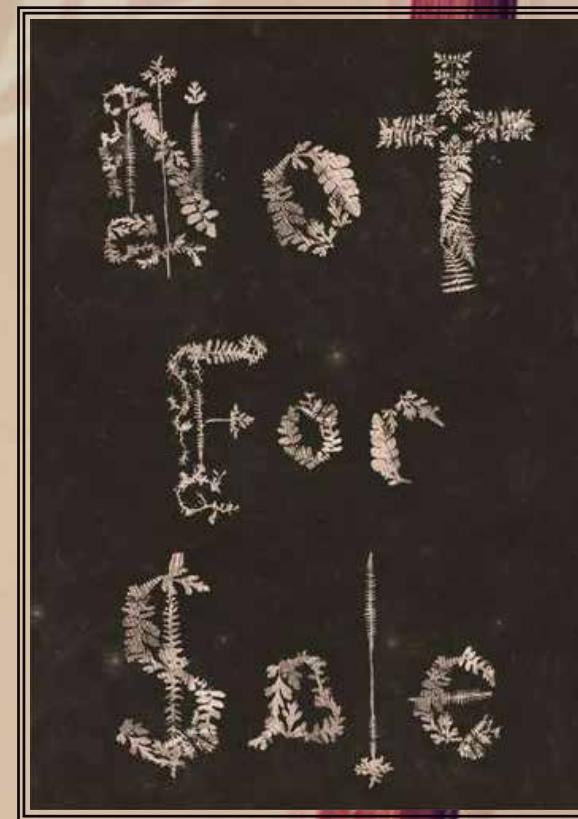


NOT FOR SALE  
ALLSAINTS SPITALFIELDS

# ALLSAINTS SPITALFIELDS

In 2011, Not For Sale and British fashion house AllSaints Spitalfields announced the launch of a special T-shirt collection. Designed and produced exclusively by AllSaints with the words "Not For Sale," we unveiled the line together at a launch party in Los Angeles at the Henry Fonda Music Box Theater featuring Black Rebel Motorcycle Club. Shirts from the line have been worn by celebrities including actor Austin Butler and musician Paloma Faith, and were featured in the celebrity style Zoe Report.

Proceeds from the line benefit Not For Sale's work to combat human trafficking specifically at Not For Sale Thailand. Through this partnership, AllSaints and Not For Sale work together to model what it looks like for the fashion industry to care about the dignity of people who make what we wear. The collection is featured in AllSaints retail stores around the globe, as well as is available online and in the Not For Sale Store.



# THE SOCIAL VENTURES TO END SLAVERY.

## SOCIAL VENTURES

Our international projects, termed Not For Sale Social Ventures, spent this year focusing on going beyond traditional aftercare models to create innovative, replicable, and sustainable solutions to fight root causes of modern-day slavery.

These Social Ventures equip and empower exploited and vulnerable communities by bringing life-enhancing jobs and access to the global marketplace through healthy supply chains.

In 2011 alone, we directly supported over 1,435 survivors of human trafficking and at-risk populations in six countries around the world. Over the course of the year, 57% of beneficiaries received safety and stability services, 33% were provided education and life skills, and 8% received sustainable employment.

SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION



8 %

33 %

57 %

EMPLOYMENT

EDUCATION AND LIFE SKILLS

SAFETY AND STABILITY SERVICES

LOCATION OF VENTURES

ROMANIA

PERU

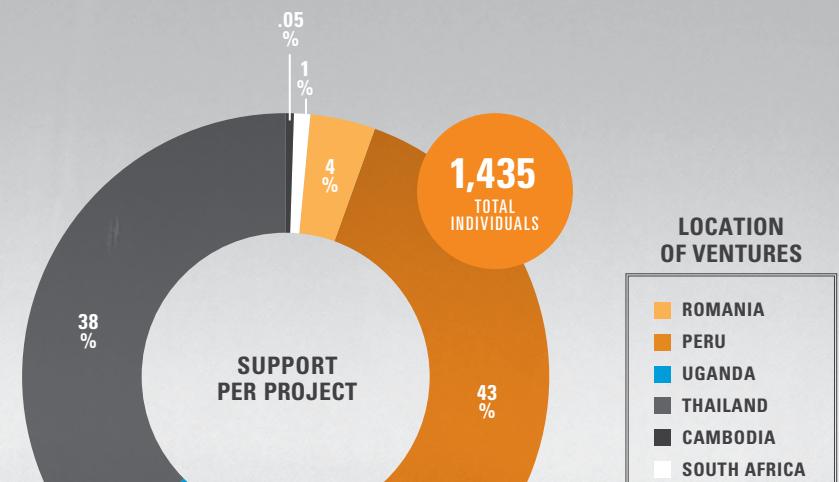
UGANDA

SOUTH AFRICA

THAILAND

CAMBODIA

# SOCIAL VENTURES BREAKDOWN



# 2011

NOT FOR SALE | IMPACT REPORT



# Not For Sale Impact 2011



THE NOT FOR SALE (NFS)  
GRASSROOTS NETWORK  
MOBILIZES TO TAKE ACTION  
AGAINST SLAVERY

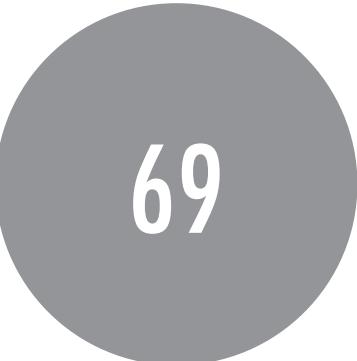


WHEN NEW FUTURES ARE CREATED, SURVIVORS AND THOSE VULNERABLE TO EXPLOITATION ARE EMPOWERED TO SEEK THEIR OWN DIGNIFIED WORK AND BREAK THE CYCLE OF ENSLAVEMENT.

IT ALL STARTS WITH YOUR INVESTMENT.



PEOPLE MOBILIZED



BRANDS ENGAGED

# 2011 Impact on the Ground

Not For Sale believes that trafficking can be stopped "upstream" in poor and marginalized communities by initiating cross-sector collaborations that intentionally empower families through education and dignified employment.

WORLDWIDE



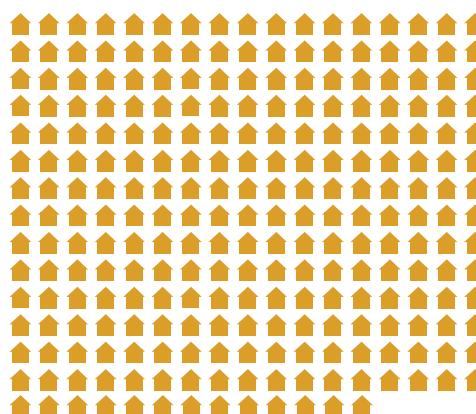
6

SOCIAL VENTURE  
PROGRAMS  
creating futures for:

1,435  
SURVIVORS AND  
AT-RISK PEOPLE

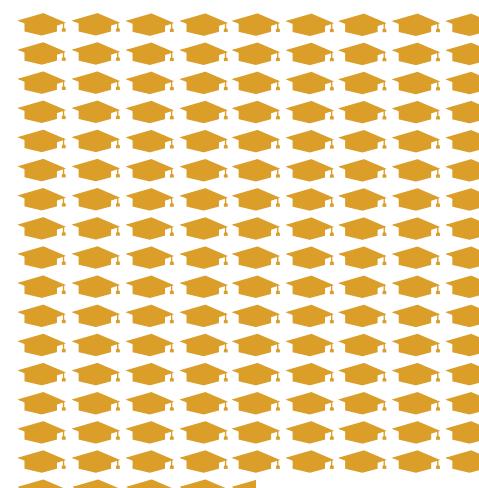
SURVIVORS AND AT-RISK PEOPLE RECEIVING  
SAFETY & STABILITY SERVICES

1,255



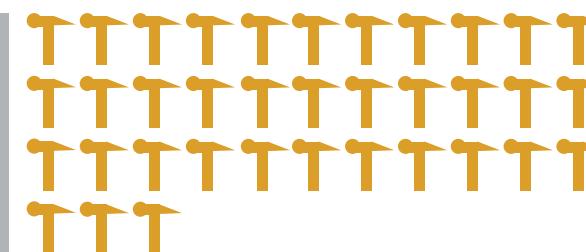
SURVIVORS AND AT-RISK PEOPLE RECEIVING  
LIFE SKILLS & JOB TRAINING SERVICES

742



SURVIVORS AND AT-RISK PEOPLE RECEIVING DIGNIFIED  
WORK & SUSTAINABLE FUTURE SERVICES

181



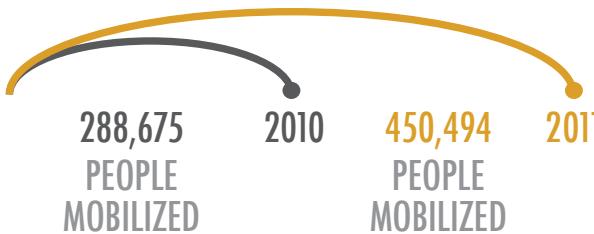
\* EACH ICON REPRESENTS 5 PEOPLE  
RECEIVING THIS SERVICE. MORE  
PEOPLE RECEIVE MORE THAN ONE  
SERVICE.

# 2011 Growth

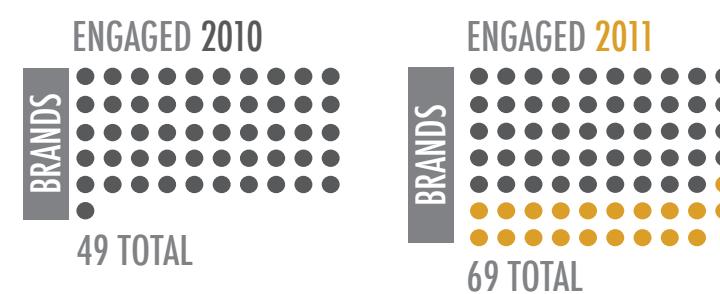
Like any investor you should expect your investment to grow.  
Here is how Not For Sale's impact grew in 2011.



## GRASSROOTS NETWORK



## CORPORATE ENGAGEMENT



## INDIVIDUALS/PEOPLE SUPPORTED



Because of your investment in Not For Sale, thousands of survivors and people at risk to exploitation now have the chance to seek their own dignified work and break the cycle of enslavement.  
**THANK YOU FOR GIVING THEM THAT OPPORTUNITY.**



**FOR METHODOLOGY & FURTHER INFORMATION PLEASE VISIT:  
[NOTFORSALECAMPAIGN.ORG/IMPACT2011](http://NOTFORSALECAMPAIGN.ORG/IMPACT2011)**

# ROMANIA

In January, we launched our first project in Romania to repatriate and rehabilitate survivors of human trafficking and ultimately enable survivors to regain their sense of self-worth, independence and dignity.

Over the course of the year, Not For Sale Romania assisted 63 individuals. Our team there provided aftercare services such as shelter, health care, legal services, education, and job skills training. In December 2011, we began to develop a farm that would bring employment and sustainable income to trafficking survivors and vulnerable individuals in the local community.

## GOOGLE.ORG

Google.org's funding directly benefits our work in Romania, providing aftercare to survivors of human trafficking and empowering those survivors through employment. The funding in part will allow Not For Sale Romania to scale its farming enterprise, creating sustainable revenue flow back to the project through the sale of its goods and products across Europe. The funds will also support the creation of an innovative prevention program for communities vulnerable to human trafficking, addressing the root causes of modern-day slavery throughout the region.

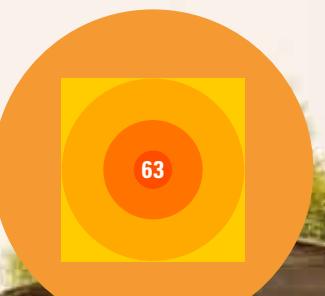


## A STORY FROM ROMANIA / MEET ANDRA

Not For Sale Romania supports young women like Andra who is now 16 years old. Though she was adopted at age six (after being abandoned by her birth mother and left in an orphanage), she was later sold and forced into prostitution as a teenager by a peer. That person later trafficked her abroad into Western Europe.

Andra confided in a client and told him she was a minor—not an adult as the trafficker had suggested—and the client helped her escape. Today, she is working with Not For Sale Romania to testify against her trafficker. Staff are also helping Andra regain a stable life by enjoying normal teenager pastimes: going to the movies, visiting parks and museums, and learning to cook and make jewelry. She is also taking vocational courses in cosmetology and started school in September.

SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION



12 %  
EMPLOYMENT

31 %  
EDUCATION AND LIFE SKILLS

57 %  
SAFETY AND STABILITY SERVICES

LOCATION OF VENTURE



TIMISOARA, ROMANIA

# PERU

## LIMA, PERU

Not For Sale supports Veronica's House, a shelter that provides immediate and lasting care for exploited street children and young adults.

In 2011, we supported over 600 individuals in Veronica's House and through outreach programs offering food, health care, job skills training, and transitional housing for stability.

## PERUVIAN AMAZON

The landscape in Lima led us to ask the question: Why are so many children coming down from the Amazon and living on the streets of big cities? Our team spent this year going upstream in the Amazon to find and address the root causes of this issue. Through working with seven indigenous communities--totaling over 2,000 families--in the Peruvian Amazon that are vulnerable to exploitation, we have started to create economic opportunities that keep family members from migrating away for work.

In order for these families to sell local produce, we purchased a boat for the communities to directly transport raw materials to cities where markets exist. As a result, indigenous families started bypassing exploitative middlemen and receiving fair prices for their goods. We also conducted a successful pilot project, sourcing and producing hand-made jewelry for the Not For Sale Store from the Peruvian Amazon.



SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION



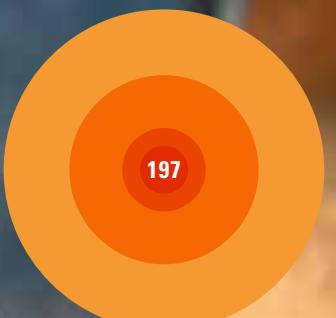
# UGANDA

This year, we completed construction on a girls' dormitory and the first phase of a peace garden. Both will bring education, housing, and reconciliation to nearly 200 former child soldiers in local war-torn communities.



GIRLS' DORMITORY

SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION



26 %

EMPLOYMENT

59 %

EDUCATION AND LIFE SKILLS

15 %

SAFETY AND STABILITY SERVICES

LOCATION OF VENTURE



GULU,  
UGANDA

# SOUTH AFRICA

Our work in South Africa focuses on collaborating with law enforcement in the detection and prevention of human trafficking occurrences. In 2011, Not For Sale South Africa was officially incorporated into the Cape Town Trafficking Coalition's Rapid Response Protocol, recognized by both the local and federal government.

Not For Sale is now the only NGO that works directly with law enforcement in South Africa to assist in the identification and protection of human trafficking victims.

SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION

19

56 %

0 %

44 %

EMPLOYMENT

EDUCATION AND LIFE SKILLS

SAFETY AND STABILITY SERVICES

LOCATION OF VENTURE

CAPE TOWN, SOUTH AFRICA

# THAILAND

Since 2007, Not For Sale has supported Kru Nam's work in providing 535 stateless street children and adults with skills and services to protect against exploitation.

In July of this year, we completed construction on a dorm that houses an additional 180 children rescued from exploitation. In efforts to create sustainable futures for Kru Nam's kids, Not For Sale also purchased nearly two acres of land to be developed into a sustainable farming project. The farm will generate both income and food for the children's home, and enable the children to learn important life skills.



DORMITORY



KRU NAM



# CAMBODIA

This year, we worked in Cambodia to link existing shelters and vocational programs to job opportunities at our partner garment factory. In addition, we provided electric sewing machines to vocational programs so trainees could become better equipped to gain long-term employment in the workforce.

SURVIVORS AND INDIVIDUALS VULNERABLE TO EXPLOITATION

8

100 %

EMPLOYMENT

0 %

EDUCATION AND LIFE SKILLS

0 %

SAFETY AND STABILITY SERVICES

LOCATION OF VENTURE



PHNOM PENH, CAMBODIA



# FUTURE VENTURES

## THE NETHERLANDS

In September, Not For Sale hosted a Montara Circle in Amsterdam and challenged influential leaders to creatively address exploitation of foreign women working in Amsterdam's red-light district. As a result, we launched Not For Sale Netherlands to develop a catering program that would build relationships with women working behind the windows of the red-light district.

In 2012, Not For Sale Netherlands will launch HOME, an enterprise that serves soup to women working in prostitution and offers culinary skills training to survivors of human trafficking.



RED-LIGHT DISTRICT, AMSTERDAM



## INDIA

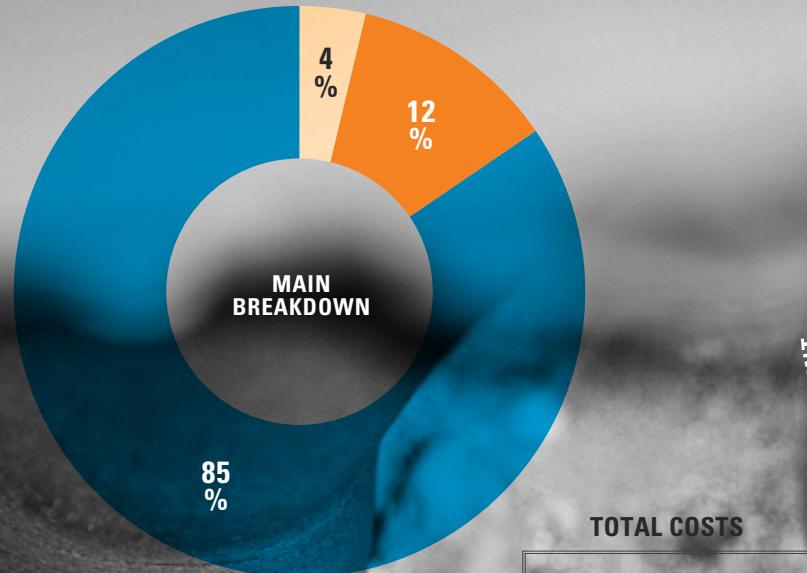
Not For Sale is partnering with Open Hand, a local manufacturing company in India, to provide survivors of exploitation and at-risk populations competitive and dignified employment.

We strengthened our relationship with Open Hand in 2011 to expand production and create additional jobs for vulnerable populations, paving the way for an official on-the-job training program for survivors in 2012.

# FINANCIALS

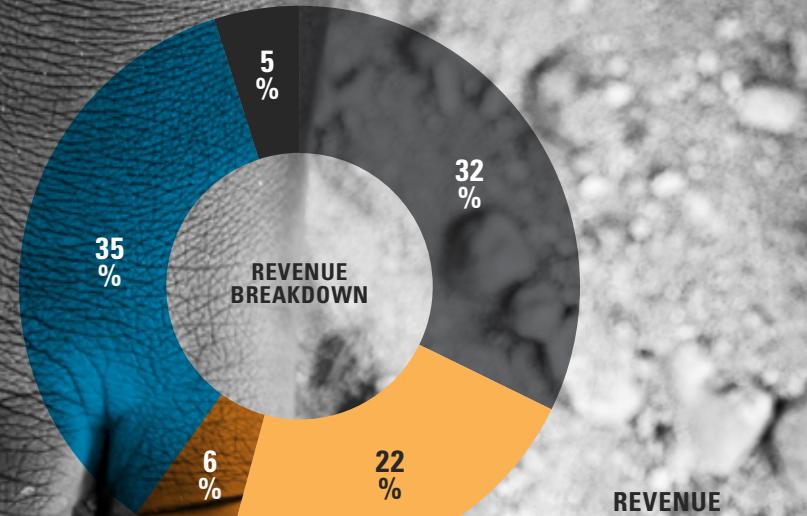
EXPENSES	TOTAL COSTS
FUNDRAISING	\$155,199.30
NOT FOR SALE MAIN	\$487,772.73
Program Expenses	\$199,636.68
Professional Fees	\$82,840.08
Facilities & Equipment	\$13,191.47
Operations	\$33,501.01
Personnel	\$137,399.44
Travel	\$21,204.05
<b>PROGRAMS</b>	<b>\$3,509,321.14</b>
Events:	\$632,709.37
Global Forum	
Asia Pacific Forum	
Montara Circle	
Freedom Sunday	
Academies:	\$126,033.73
Backyard Academies	
San Francisco Academies	
Supply Chain & Grassroots Engagement:	\$1,570,420.65
Free2Work	
Not For Sale Tour	
Slavery Map	
Student Movement	
Abolitionist Faith Community	
<b>INTERNATIONAL PROJECTS:</b>	<b>\$1,057,353.90</b>
Safety & Stability Services	
Life Skills & Job Training	
Dignified Work & Sustainable Futures	
<b>Local &amp; International Outreach:</b>	<b>\$122,803.49</b>
Community Abolitionist Network	
<b>TOTAL</b>	<b>\$4,152,293.17</b>

REVENUE	TOTALS
Donations	\$1,436,842.04
Grants	\$979,324.41
Events	\$254,691.60
In-Kind	\$1,567,724.26
Product Revenue	\$219,290.26
<b>TOTAL</b>	<b>\$4,457,872.57</b>



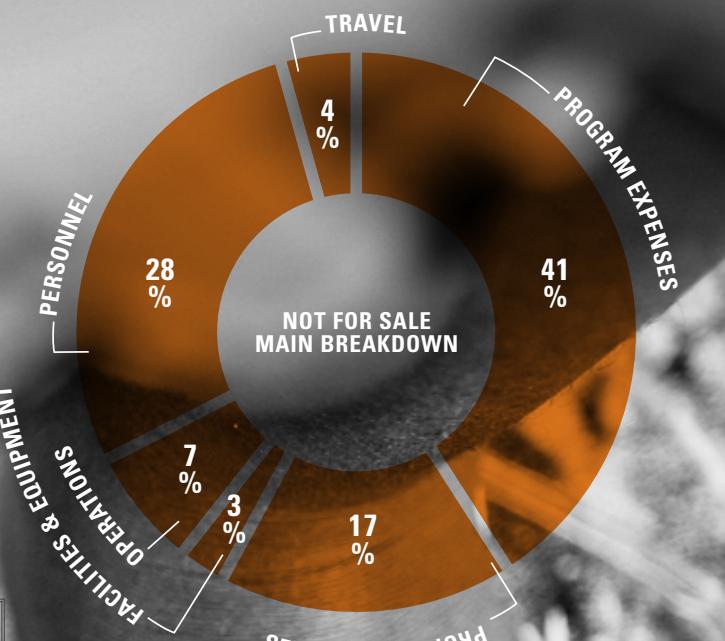
**TOTAL COSTS**

- FUNDRAISING
- NOT FOR SALE MAIN
- PROGRAMS

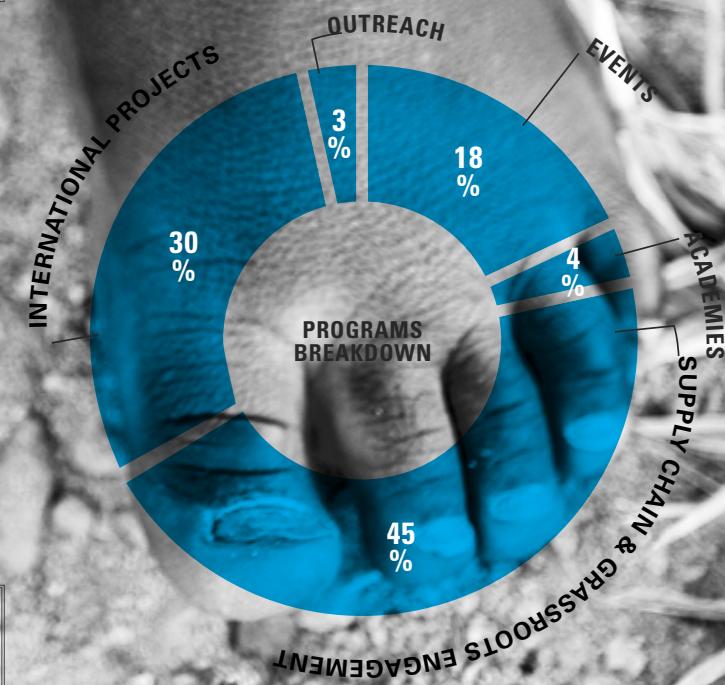


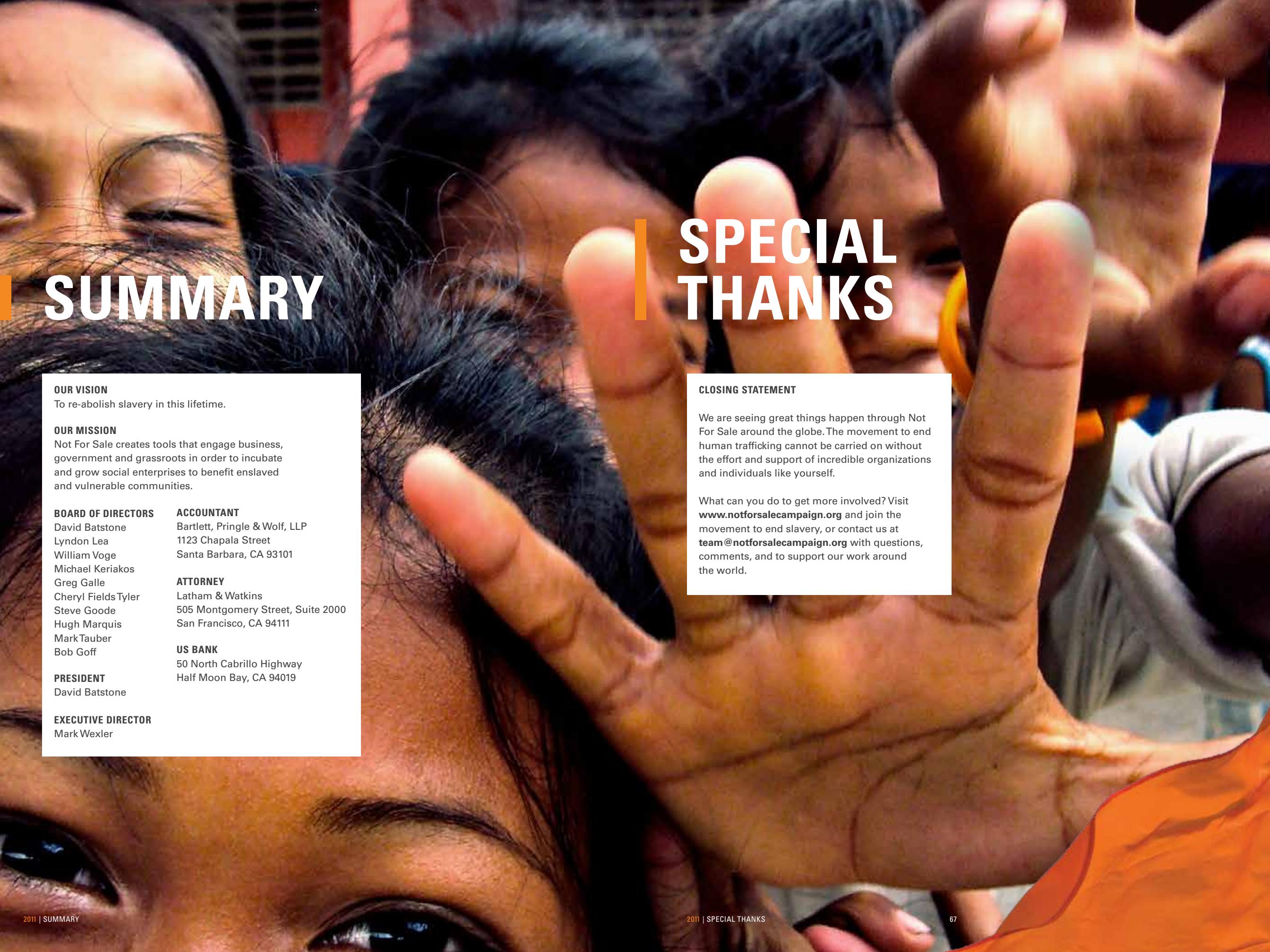
**REVENUE**

- DONATIONS
- GRANTS
- EVENTS
- IN-KIND
- PRODUCT REVENUE



**INTERNATIONAL PROJECTS**





# SUMMARY

## OUR VISION

To re-abolish slavery in this lifetime.

## OUR MISSION

Not For Sale creates tools that engage business, government and grassroots in order to incubate and grow social enterprises to benefit enslaved and vulnerable communities.

## BOARD OF DIRECTORS

David Batstone  
Lyndon Lea  
William Voge  
Michael Kerakos  
Greg Galle  
Cheryl Fields Tyler  
Steve Goode  
Hugh Marquis  
Mark Tauber  
Bob Goff

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## US BANK

50 North Cabrillo Highway  
Half Moon Bay, CA 94019

## PRESIDENT

David Batstone

## EXECUTIVE DIRECTOR

Mark Wexler

# SPECIAL THANKS

## CLOSING STATEMENT

We are seeing great things happen through Not For Sale around the globe. The movement to end human trafficking cannot be carried on without the effort and support of incredible organizations and individuals like yourself.

What can you do to get more involved? Visit [www.notforsalecampaign.org](http://www.notforsalecampaign.org) and join the movement to end slavery, or contact us at [team@notforsalecampaign.org](mailto:team@notforsalecampaign.org) with questions, comments, and to support our work around the world.