

2012

1450  
PEOPLE HELPED

5701  
SERVICES PROVIDED

# IMPACT REPORT.



# OUR BIGGEST YEAR YET.

With awareness of modern-day slavery at an all-time high, one of the greatest challenges we face everyday is creating lasting and long-term impact in the communities where we work. In light of that, it makes us proud that we more than doubled key services that help prevent exploitation and re-exploitation like education, training and job placement.

The men, women and children we work with are not that different from you and I--they are mothers, fathers, daughters, sons and community members. Everyone, both former victims of modern-day slavery and those our team identifies as high-risk for human trafficking, has different needs for support and service programs. As a result, each survivor's recovery path is flexible, personalized, comprehensive and most importantly, fosters independence.

## HERE ARE SOME OF THE HIGHLIGHTS FROM LAST YEAR SUPPORTING INDIVIDUALS TOWARDS FREEDOM AND STABILITY AROUND THE WORLD:



**EDUCATION:** More than 50% of victims entering our programs in 2012 had never received formal education. By the end of 2012, more than 80% of the men, women and children we support were actively engaged in a formal education.



**EMPLOYMENT:** Not For Sale was able to help 155%+ more survivors and those at-risk with job placement in 2012.



**TOOLS FOR DEVELOPMENT:** Not For Sale launched community development programs in 2 regions of the Peruvian Amazon, Madre De Dios and Ucayali, that directly served more than 500 individuals and benefitted over 1,800 people.





# AROUND THE WORLD IN 2012:

ACROSS ALL 7 INTERNATIONAL PROJECTS (INCLUDING 3 NEW ONES: PERU, INDIA AND THE NETHERLANDS), NOT FOR SALE SAW DRAMATIC GROWTH, BOTH IN TERMS OF SCALE AND SCOPE OF OUR SERVICES.



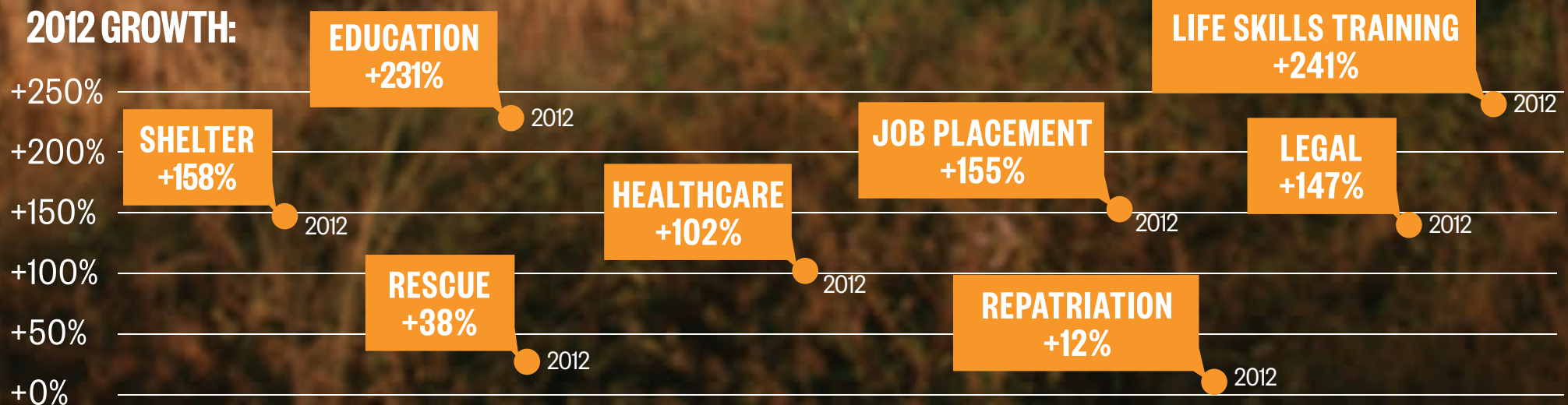
# 1450

SURVIVORS & VULNERABLE  
PEOPLESUPPORTEDIN2012





# BREAKDOWN OF SERVICES:

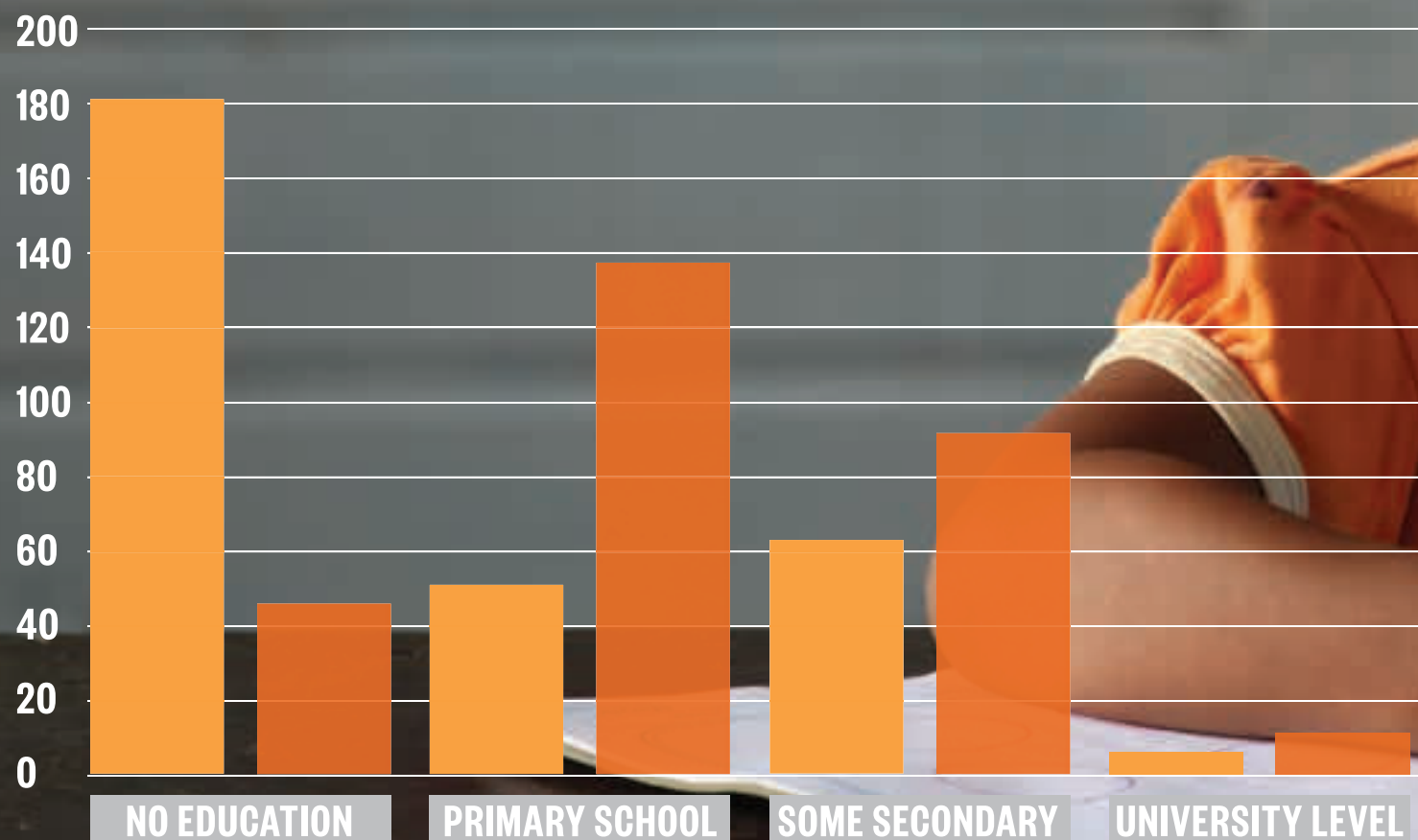


# IN FOCUS: EDUCATION

Low levels of education lead to high levels of exploitation. Not For Sale invests in communities where we work to make sure all at-risk individuals have access to a free future. Here is a look at 2012 growth:

 INDIVIDUAL EDUCATION LEVELS BEFORE NOT FOR SALE INTERVENTION

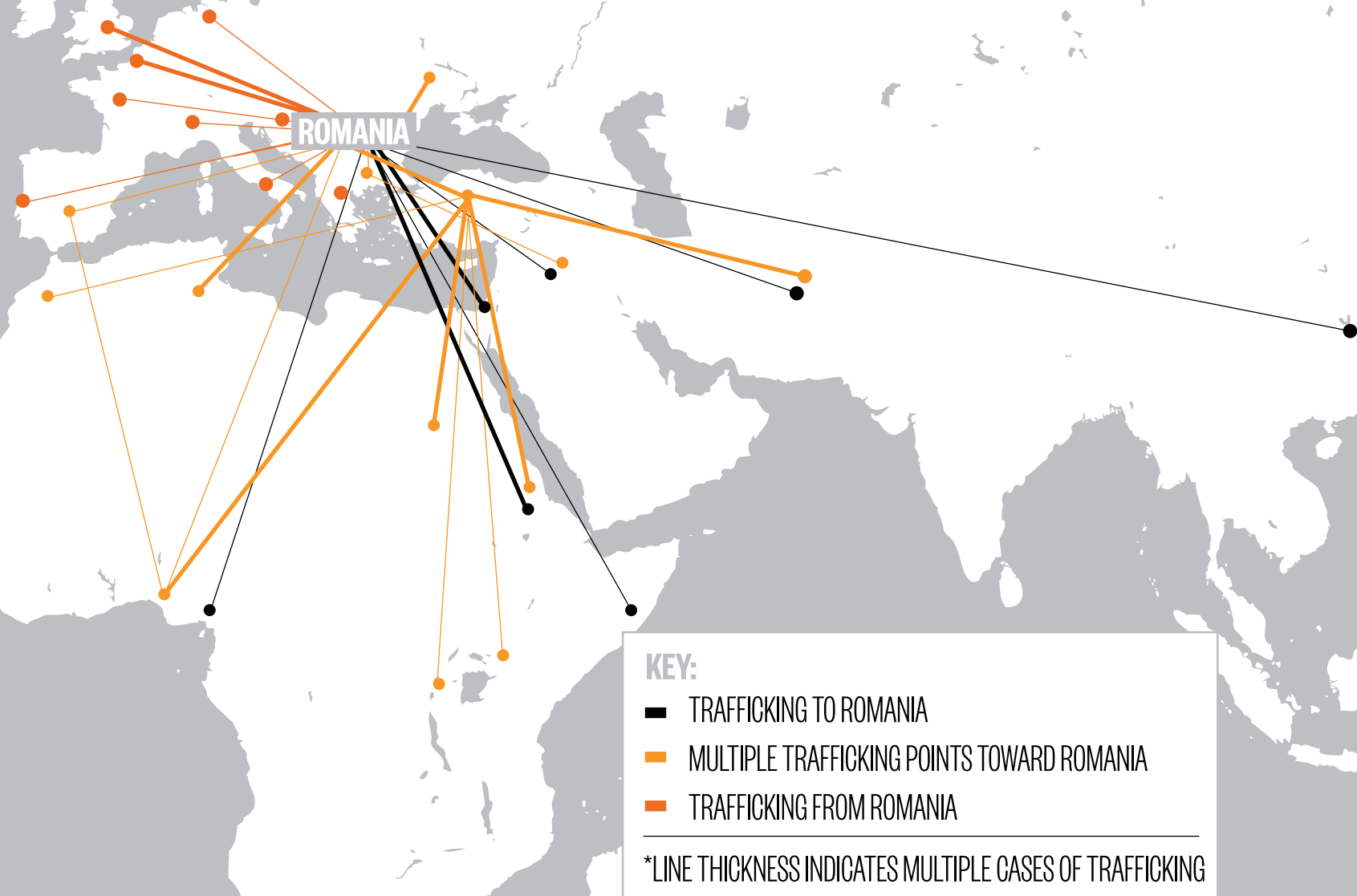
 INDIVIDUAL EDUCATION LEVELS AFTER 2012 NOT FOR SALE SERVICES



# THE MODERN SLAVE TRADE: A LOOK AT ROMANIA

The slave trade historically spanned long distances and geographical borders. Almost 200 years since the abolition of slavery, routes used by modern-day traffickers are more diverse and intricate than ever before.

**THIS MAP DEMONSTRATES THE ROUTES THAT TRAFFICKERS USED TO TRANSPORT VICTIMS RESCUED AT JUST ONE OF OUR PROJECTS THIS YEAR, NOT FOR SALE ROMANIA:**





# THE MOST VULNERABLE PERSON IN 2012:

BASED ON THE KNOWLEDGE WE GATHERED IN 2012, THIS IS WHAT WE KNOW ABOUT THE MOST VULNERABLE PERSON IN THE REGIONS WHERE WE WORKED.

## SHE

68% OF VICTIMS WERE FEMALE



## WAS YOUNG



25% OF VICTIMS WERE AGES 18-25

## UNEDUCATED

57% NEVER RECEIVED FORMAL EDUCATION



## POOR AND ISOLATED

60% CAME FROM DEVELOPING COUNTRIES OR GEOGRAPHICALLY ISOLATED REGIONS



## UNEMPLOYED

95% OF VICTIMS OVER 18 WERE UNEMPLOYED



## TRAFFICKED FOR SEX

FORMS OF TRAFFICKING:



# FROM AMSTERDAM: MEET AINI.

This year, Not For Sale Netherlands' training program for survivors of human trafficking is giving a fresh start to women like Aini.

Aini grew up in a poor community in the Philippines. Like many other women from her home region, she didn't grow up with opportunities to study and there were few options for her to find work. She was facing a life of poverty when someone she thought was a friend offered her a way out--a job in Europe.

On arrival in the Netherlands, Aini was forced into domestic labour and was repeatedly sexually abused by her boss. She saw little of her earnings, but fear for her safety and fear of being sent back to her home country kept her within the grasp of her exploiter for months. Finally after months of abuse, she was identified as a trafficking victim and placed in a shelter.

Aini recently completed a month long internship in professional culinary training at Not For Sale Netherlands and now has valuable, marketable job skills. With her new expertise, Aini feels confident to seek a full time job for the first time. Today, Aini is empowered to find dignified work and is prevented from enduring further exploitation.

**“SEEING THE DIFFERENCE IN EACH INDIVIDUAL AS HER SKILLS DEVELOP IS THE TRUE MEASURE OF THE IMPACT OF OUR WORK.”**

**-TOOS HEEMSKERK, DIRECTOR, NOT FOR SALE NETHERLANDS**







**THANKS FOR  
A GREAT  
2012.  
HELP  
WRITE  
THE NEXT  
IMPACT REPORT.**

**GIVE TODAY**

